
HeadWaters Resort & Casino Teams Up with Norfolk Tides

Norfolk, VA – Today, HeadWaters Resort & Casino, owned and operated by the Pamunkey Indian Tribal Gaming Authority, announced a partnership with the Norfolk Tides to be the Exclusive Casino Partner of Norfolk’s Minor League Baseball team. Although the resort and casino will not open until 2023, the partnership begins with the 2021 baseball season. This long-term partnership with the Tides reinforces the Tribe’s commitment to its neighbors and the larger Norfolk community.

The partnership includes HeadWaters Resort & Casino having exclusive advertising rights with the Tides for casino gaming both in and out of the stadium. The Tribe’s casino will also have the largest signage on the centerfield wall and will be featured on various pieces of merchandise available at the ballpark. HeadWaters Resort & Casino will also sponsor giveaways, between-inning contests, fireworks and other special events throughout the baseball season.

Ready to be a permanent fixture at the stadium, HeadWaters Resort & Casino will also take over the suite recently vacated by Norfolk Southern, a company long-known for its support of Norfolk. The casino has also agreed to purchase a large block of season tickets.

“We may be a year or more away from opening our doors, but we didn’t want to wait to make a big splash in Norfolk,” said Robert Gray, Chief of the Pamunkey Indian Tribe. “Supporting the community includes supporting our neighbors, and that starts now.”

“We are excited about what the HeadWaters Resort & Casino’s partnership will do for the Tides and the entire community of Hampton Roads,” said Ken Young, owner of the Norfolk Tides. “Long-term commitments such as this one – and of this scale – provide long-term stability for the Tides organization and help ensure the future success of the organization.”

The Pamunkey Indian Tribe has been showing their support for the Norfolk community since last fall when they began supporting area food pantries and meal distribution programs. These contributions continue and, to date, the Tribe has contributed more than \$135,000 to the Norfolk community to address food insecurity. The Tribe also announced last summer its commitment to provide financing to help open a grocery store in the St. Paul’s neighborhood as soon as a grocery store operator is identified by the city. That community has been a food desert since the Save-A-Lot grocery store on Church Street closed in June.

The project won city approval with an overwhelming majority of residents voting in favor of the project in November. Once the Virginia Lottery approves the Tribe’s casino operator license application, construction on the facility will commence immediately. The initial phase of the project is expected to be completed in 2023. Companies seeking to provide goods or services for this project are encouraged to go to PamunkeyFuture.com to register to be notified of Requests for Proposals related to various aspects of the project. People interested in staying up to date on news from HeadWaters Resort & Casino can sign-up for updates at HeadWatersResortCasino.com.

