



CASE STUDY

MAXIMIZING PARTNERSHIP VALUE THROUGH DATA

The Shift:

The Las Vegas Athletics are preparing for one of the biggest commercial opportunities in baseball. A brand new stadium opening in 2028, in one of the most dynamic sports and entertainment markets in the world, with ambitious targets to match.

Rather than start with technology or tools, the Athletics started with the outcomes. What does success look like at stadium opening, and what's the plan to get there? They partnered with Two Circles to build a holistic partnership engine that begins with those outcomes, builds the strategy to realize them, and uses the KORE Intelligence Platform to bring that strategy to life.

350+

Sponsorship Assets Valued

60+

Entitlement Spaces Valued

What Changed:

The Athletics needed more than a place to track inventory. They needed a connected approach that puts commercial outcomes at the center and gives the team everything required to deliver against them. **Working with Two Circles, the Athletics built:**

- A clear view of the commercial outcomes tied to the 2028 stadium opening, and the strategy to achieve them
- An asset mix and stadium design informed by what will actually drive partnership value, with input on the building itself to ensure assets are set up to be monetized properly
- A data-informed valuation, pricing and packaging approach across naming rights, cornerstone partners, casino partners, premium spaces and mixed-use opportunities
- The KORE Intelligence Platform configured around that strategy, giving sales, activation, legal, finance, leadership and ownership a single source of truth and the governance to execute

Get in touch to explore what the right sponsorship intelligence and revenue platform could do for your business.

How It's Being Activated:

Outcomes-first strategy: Commercial targets for the 2028 opening guided decisions across asset mix, pricing, and platform setup.

Stadium and asset design input: Two Circles helped shape the building strategy early, ensuring the right partnership assets existed in the right places.

Valuation, pricing and packaging: Assets were valued and packaged using Two Circles' proprietary benchmarks and experience with 1,000+ global brands and rights holders.

Purpose-built technology: KORE operationalized the strategy by centralizing pipeline, inventory, sold and available assets, and revenue.

Built-in governance and control: Workflows connect sales, activation, legal, finance, leadership, and ownership, giving the team visibility and flexibility across the deal lifecycle.

Business Impact:

- Partnership assets valued across the new stadium and entertainment district
- New revenue opportunities identified through white space analysis
- A clear, data-informed commercial plan built around the Athletics' 2028 outcomes
- Pricing and packaging strategy that reflects the true value of the new stadium opportunity
- Full visibility into pipeline, inventory and revenue for the leadership team
- A purpose-built operating system in the KORE Intelligence Platform that keeps the business focused on outcomes, revenue, and what's working

"This opportunity for the A's in Las Vegas is transformational, and success requires the right strategy, data, and execution. Two Circles helped us define the business outcomes we want to achieve, build a commercial framework to support that vision, and implement the KORE Intelligence Platform to manage and optimize it on a daily basis."

– Marc Badain, President, Las Vegas Athletics



MAXIMIZING PARTNERSHIP VALUE THROUGH DATA: THE LAS VEGAS ATHLETICS

Get in touch to explore what the right sponsorship intelligence and revenue platform could do for your business.

