



CASE STUDY

TURNING VISIBILITY INTO VALUE

The Shift:

As uniform assets continue to grow across professional sports, the Minnesota Wild wanted a clearer understanding of the value and revenue potential of one of the NHL's most visible, marquee sponsorship assets: the helmet decal.

Partnering with Two Circles, the Wild leveraged the KORE Intelligence Platform to benchmark player entitlement assets across major North American leagues, develop data-driven valuation recommendations, and identify opportunities to maximize revenue through pricing, and partner strategy.

“Understanding the value of an asset is one thing. Understanding how to package it, position it, and take it to market is another. Two Circles helped us quantify the opportunity and develop a strategy to maximize its commercial potential.”

— Carin Anderson, SVP, Corporate Partnerships and Retail Management, Minnesota Wild

47%

Projected increase in package value

49%

More revenue from split home/away partners

43

NHL helmet sponsorship deals benchmarked across 32 teams

What Changed

The Minnesota Wild needed more than a valuation. They needed a commercial strategy built around one of their most valuable sponsorship assets.

Working with Two Circles, the organization built:

1

A comprehensive benchmark of player entitlement assets and helmet sponsorships across North American professional sports

2

A valuation model incorporating market, comparative, and fan-value methodologies

3

A detailed analysis of helmet entitlement performance across all NHL clubs

4

Pricing and packaging recommendations for both home and away helmet assets designed to maximize sponsorship revenue

5

A targeted go-to-market strategy, including prospective partner categories and brands aligned to the opportunity

How It's Being Activated:

Market-backed valuation: KORE Intelligence benchmarks provide data-driven pricing guidance and stronger confidence in negotiations.

Packaging optimization: League-wide analysis identified asset combinations that strengthen partner value and maximize revenue.

Multi-partner strategy: Benchmarking revealed opportunities to increase package revenue through separate home and away helmet partners.

Uniform marketplace intelligence: Insights into league-wide sponsorship trends help inform pricing, packaging, and sales strategy.

Targeted prospecting: Recommended categories and brands align with the value and visibility of the helmet entitlement opportunity.

Business Impact:

The Minnesota Wild's helmet valuation project demonstrates how sponsorship growth starts with understanding the true value of an asset. By combining market intelligence, valuation modeling, and commercial strategy, the organization gained a clearer view of pricing opportunities, packaging structures, and partnership potential.

The result is a stronger foundation for future negotiations, more informed go-to-market planning, and a scalable approach to maximizing the value of premium sponsorship inventory.



TURNING VISIBILITY INTO VALUE MINNESOTA WILD

Get in touch to explore what the right sponsorship intelligence and valuation strategy could do for your business. Contact hello@twocircles.com

