



**CUSHMAN &  
WAKEFIELD**

# SPORTS & ENTERTAINMENT

Cushman & Wakefield's **Sports & Entertainment Advisory Group** provides a complete suite of services needed to design, build, finance, and operate athletic and entertainment venues. Our experience working with clients and the communities surrounding their projects translates to reduced risk, time savings, and cost savings. But we are not just a real estate business...

**WE ARE A LIFESTYLE BUSINESS.**

## OUR THREE DIVISIONS

1

**Professional.** We help our professional sports clients fortify fandom, bond with regional communities, and create memorable experiences both inside a stadium and the area surrounding it. We make sure your venue runs efficiently and maximizes its revenue potential.

2

**Civic.** When communities have access to entertainment and the arts, they thrive. We take pride in partnering with clients to deliver facilities that enhance the lives of locals and visitors alike.

3

**Collegiate.** We help colleges and universities unleash the power of their campus with beautiful, functional spaces that not only invite people in, but invite them to stay. Strategies for preserving capital and leveraging surrounding land and buildings are vital to the process.

## STRATEGIC PARTNERS

**W Partners** Is a premier sales and marketing agency that represents teams and properties in the sports and entertainment industries. W Partners works with our clients' to develop a corporate partnership go-to-market strategy and value proposition that we can collectively take to market to generate and maximize short and long-term revenue streams.

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## The Cushman & Wakefield Edge

### SUITE OF SERVICES

- Acquisition/  
Disposition of  
Property & Land
- Appraisal
- Branding & Identity
- Community Relations
- Construction  
Management
- Facility Design
- Feasibility Studies
- Financing
- Food & Beverage  
Consulting
- Master Planning
- Public/Private  
Partnership  
Structuring
- Property & Facilities  
Management
- Retail Leasing
- Sponsorship &  
Naming Rights  
Consulting

### CLIENTS

- Colleges &  
Universities
- Local Government  
Entities
- Professional Sports  
Ownership

### ASSETS

- Athletic Stadiums  
& Mega Arenas
- Amusement Parks
- Convention & Expo  
Centers
- E-Sports Facilities
- Golf Courses
- Health & Fitness  
Centers
- Live Performance &  
Concert Venues
- Motorsport Tracks &  
Facilities
- Movie & Performance  
Theatres
- Skating / Hockey  
Rinks
- Ski Resorts
- University Sport  
Facilities
- Waterpark Resorts

**BRINGING VISION  
TO REALITY**