



2026 SBJ SPORTS FORUM CASE CUP



ENHANCING THE CUSTOMER VALUE

AEG WORLDWIDE | LA KINGS

PRESENTED BY:

GROUP E

MEET THE TEAM



ADELE HUFFMAN



TANNER CLOCE



KERRY TURECEK



ALYSSA WALORZ

MUSIC *wellness.*

community. CULTURE

TODAY'S AGENDA



Digital Impact



S.W.O.T.



Partners | Sponsors



Bundles



Activations



Budget

WHAT IS OUR DIGITAL IMPACT

 YouTube	 Facebook	 X	 Instagram	 TikTok
<p>DEMOGRAPHIC: 35%</p> <ul style="list-style-type: none">• Age → 41-25• Gender → Men	<p>DEMOGRAPHIC: 38%</p> <ul style="list-style-type: none">• Age → 18-50• Gender → Female	<p>DEMOGRAPHIC: 12%</p> <ul style="list-style-type: none">• Age → 18-30• Gender → Men	<p>DEMOGRAPHIC: 20%</p> <ul style="list-style-type: none">• Age → 18-30• Gender → Female	<p>DEMOGRAPHIC: 20%</p> <ul style="list-style-type: none">• Age → 8-30• Gender → Female
<p>CONTENT TYPE:</p> <ul style="list-style-type: none">• Short videos	<p>CONTENT TYPE:</p> <ul style="list-style-type: none">• Target Ads	<p>CONTENT TYPE:</p> <ul style="list-style-type: none">• Live updates	<p>CONTENT TYPE:</p> <ul style="list-style-type: none">• Graphical promos	<p>CONTENT TYPE:</p> <ul style="list-style-type: none">• Player spotlights
<p>HOW:</p> <ul style="list-style-type: none">• Series• Collab w/ partners	<p>HOW:</p> <ul style="list-style-type: none">• Ticket Bundles• Ticket Purchasing	<p>HOW:</p> <ul style="list-style-type: none">• Merch launch• # promos for events	<p>HOW:</p> <ul style="list-style-type: none">• Digital Polls• Vote → Kings Care Foundation Donation	<p>HOW:</p> <ul style="list-style-type: none">• Players in comm• Showing Entertain

AEG WORLDWIDE & LA KINGS SWOT ANALYSIS

STRENGTHS

- Global entertainment infrastructure (100+ venues, 13K+ events, 100M+ guests)
- SoCal market presence with diverse populations
- Control of premier assets – Crypto.com Arena & L.A. Live
- Strong partnerships & facility-operation scale

WEAKNESSES

- Limited campaign budget – (\$100K)
- Reliance on sponsor buy-in
- High ticket prices – limited female fan base
- Limited direct revenue metrics

OPPORTUNITIES

- Expand digital & tech-driven fan engagement
- Target younger and female demographics
- Build a future fan base w/o alienating core fans
- Shift how fans use media outlets in-game

THREATS

- Shifting audience behaviors
- Growth of streaming reduces in-person attendance
- Entertainment competition – Live Nation
- Rising ticket & travel costs

WHAT IS

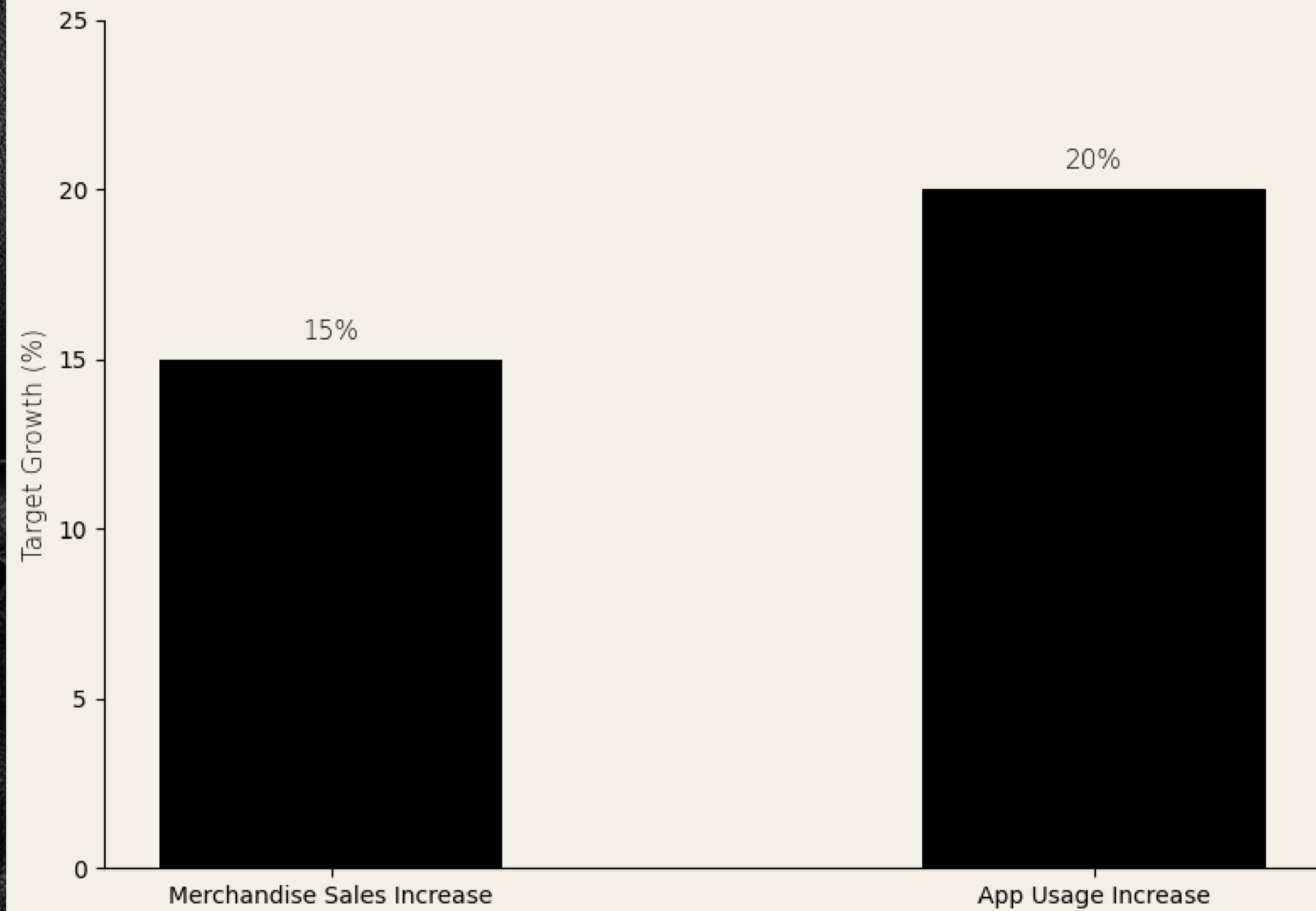
alo

- **FOCUS** → yoga, wellness, athleisure
- **TARGET AUDIENCE** → 16 to 35 years old
- **PRIORITIZES** →
 - health consciousness
 - lifestyle-oriented
- **MARKET STRENGTHS** →
 - Strong SoCal presence
 - Global brand awareness



KINGS X ALO | ANŽE KOPITAR AND ADRIAN KEMPE

ALO x LA Kings Sponsorship KPI Targets

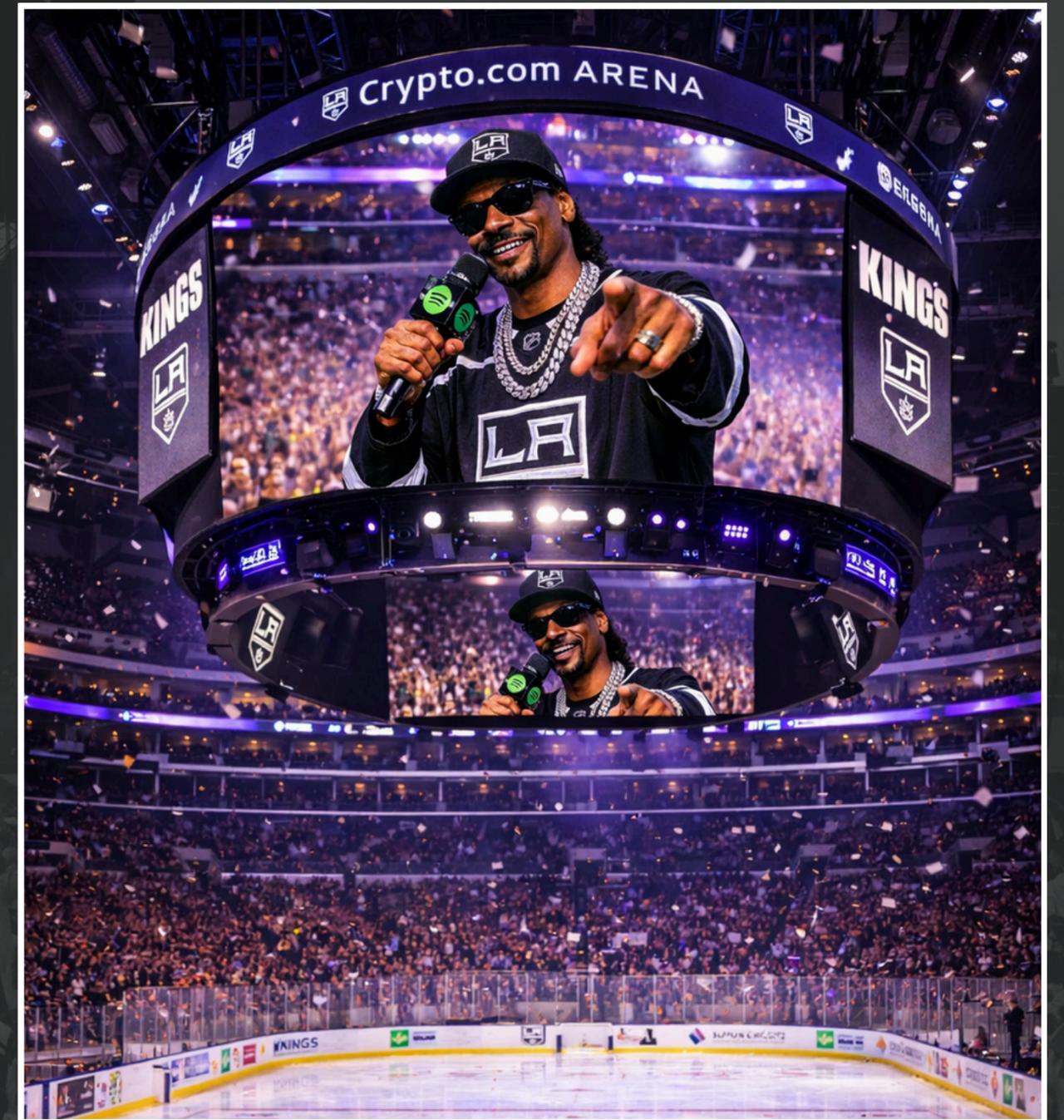


WHAT IS



FOCUS → personalized, music and audio streaming

- **TARGET AUDIENCE** → 16 to 34 years old
- **PRIORITIZES** →
 - creator ecosystems | experimentation
- **MARKET STRENGTHS** →
 - listener-behavior driven data
- **ACTIVATION** → vote for the goal celebration song



KINGS POST GAME SHOW | SNOOP DOG

LIVE jumbotron QR Code | In-Game day playlist drop via Twilio

SPOTIFY BLOCK PARTY

WHO → younger and older audiences (nostalgia and the new).

- live performances (Snoop Dog, Will Ferrell, DWTS, Bebe Rexha)

PROMOTION → hash tags for social, MC interaction with crowds, event DJ teases performances



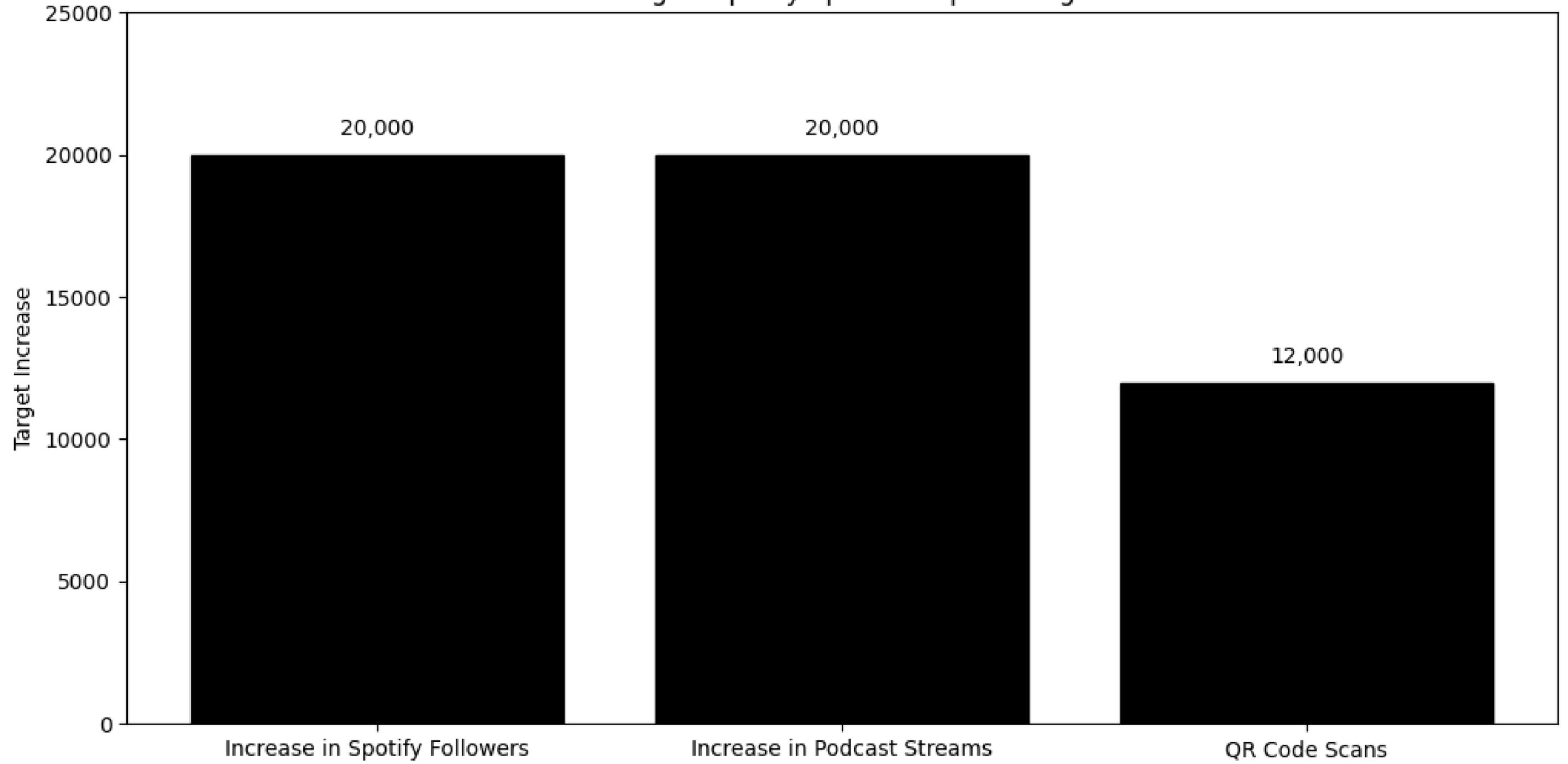
WHY IT WORKS → helps the LA Kings and AEG Worldwide tap into cultural moments beyond sports programming

- strengthen community and fan connection

CUSTOMER JOURNEY? →

- Awareness
- Consideration
- Purchase
- Experience
- Loyalty

LA Kings x Spotify Sponsorship KPI Targets



LIVE NATION BUNDLES

1. Premium, Enhanced, & VIP ticket packaging
2. Access to LA Live perks
3. Event-exclusive merchandise
4. Reserved post-game lounge
5. 10% Parking discount
6. 3-game Group bundle ticketing option

KPI RETURNS FOR LIVE BUNDLES

1. LA Live restaurant revenue (+) by 10%
2. (+) bundle holders → 30% | climbing from 10% last season
3. (+) in digital platform & media engagement by 15% across all applications



GIRLS & WOMEN EMPOWERMENT



1. **Queens of the Game** – upgrade to be right on the ice, when selected

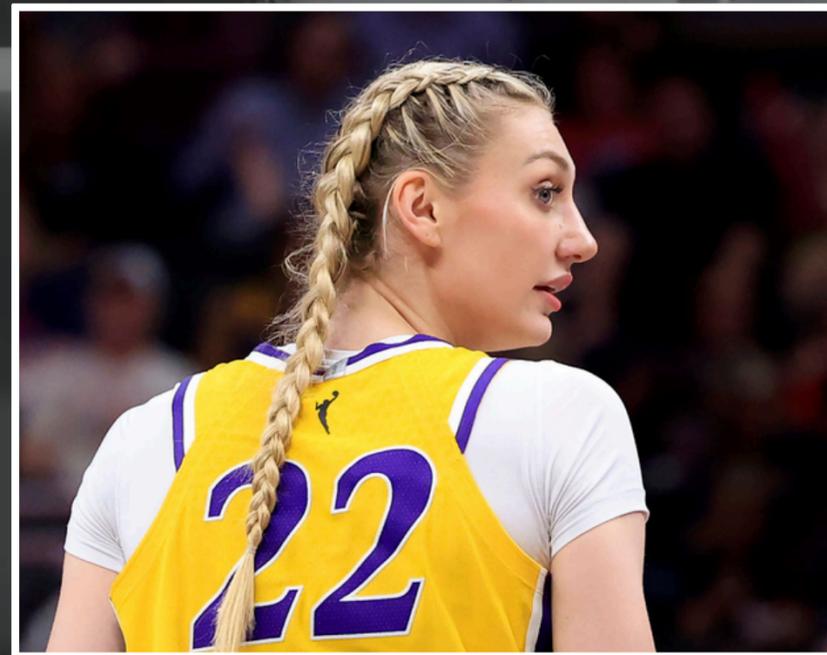
- Girls youth teams play at intermission breaks

2. Local Female **Business Shoutouts** on Video Board

- Pre-game networking with female executives and employees for AEG



CHLOE KIM



CAMERON BRINK



SYDNEY LEROUX



KPI RETURNS FOR GIRLS & WOMEN EMPOWERMENT

1. (+) in ticket sales from females by 15%
2. Measure engagement on social media posts connected to the event
3. (+) in youth girls hockey participation in the following months by 10%
4. (+) season ticket holders to 25% and overall female season ticket holders

PARTNERSHIP & BUNDLE BUDGET EXPENSES

ASSET	PROMOTION – SPECIFIC	COST	TOTAL ALLOCATION
SPOTIFY	BLOCK PARTY PROMOTION	\$10,000.00	
	DJ	\$5,000.00	
	SNOOP DOG – POST GAME SHOW	\$10,000.00	
	WILL FERRELL APPEARANCE	\$10,000.00	
	IN-GAME TECHNOLOGY	\$5,000.00	\$40,000.00
ALO	MERCH HOODIES, JERSEYS, HATS		\$10,000.00
QUEEN OF THE GAME	TALENT FEES		\$8,000.00
LA LIVE BUNDLE	VENUE & PARTNERSHIPS	\$8,000.00	
	PRE & POST-GAME ENTERTAINMENT	\$10,000.00	
	BLENDED SIGNAGE	\$5,000.00	
	PROMO & COMMUNICATIONS	\$4,000.00	\$27,000.00
RESERVED FUNDS	OPERATIONAL	\$8,000.00	
	PROMOTIONAL	\$7,000.00	\$15,000.00
GRAND TOTAL			\$100,000

PROJECTED REVENUE

REVENUE STREAMS	ASSET TYPE	TOTAL	PROJECTED REVENUE
TICKET SALES	SEASON TICKETS	\$13,500,000.00	
	3 GAME BUNDLE (1)	\$3,200,000.00	
	3 GAME BUNDLE (4)	\$3,780,000.00	\$20,480,000.00
SPONSORSHIPS	SPOTIFY	\$750,000.00	
	ALO	\$325,000.00	\$1,075,000.00
GRAND TOTAL			\$21,555,000.00

PICTURE *the game.*

reimagined. **HIS**

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