



MVP ARENASM

LEGENDS
GLOBAL

A PROVEN PARTNERSHIP

A SHARED FUTURE



BUILDING UPON OUR SUCCESS



36 YEAR

PARTNERSHIP WITH
THE COUNTY OF
ALBANY



\$177M+

IN ECONOMIC
IMPACT IN 2025



175+ YEARS

OF SENIOR MANAGEMENT
EXPERIENCE



\$3B+

IN ECONOMIC
IMPACT OVER LIFE
OF PARTNERSHIP



DRIVING REVENUE

Premium sales and corporate partnerships anchor the arena's financial strength—maximizing revenue through suites, club seating, and strategic brand partnerships.

2025 SUCCESS



\$600K

ANNUAL NAMING RIGHTS SALES



\$1.4M+

CORPORATE PARTNERSHIPS



\$1.2M+

SUITE SALES



\$325K+

PREMIUM SEAT SALES



MAXIMIZING EVENTS & ATTENDANCE

Uniting the community while driving record attendance and economic impact.

36 YEARS OF PARTNERSHIP SUCCESS



5,000+

EVENTS



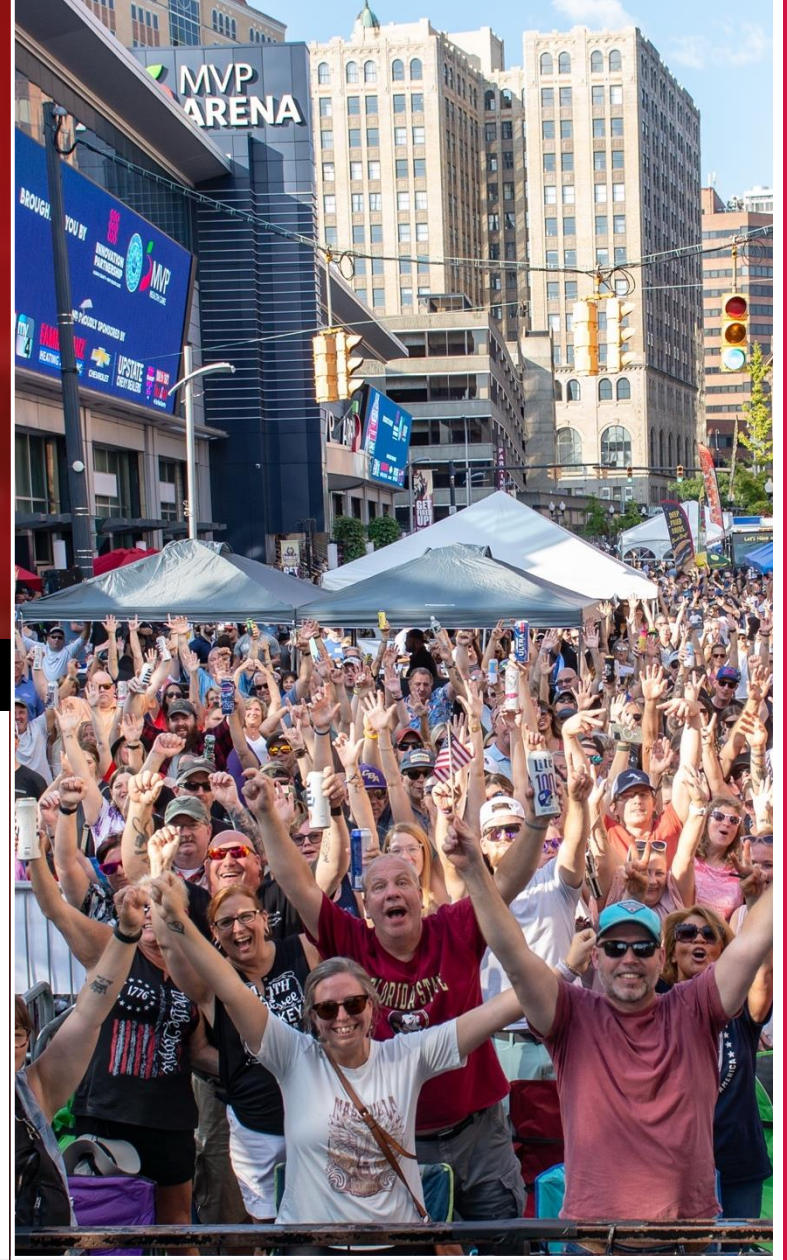
22M+

TICKETS



\$35M+

NET PROFIT TO
ALBANY COUNTY



21 YEARS OF NCAA SUCCESS

Trusted NCAA partner across hockey, basketball, and wrestling—
elevating championship events on the national stage.



24

NCAA EVENTS
HOSTED



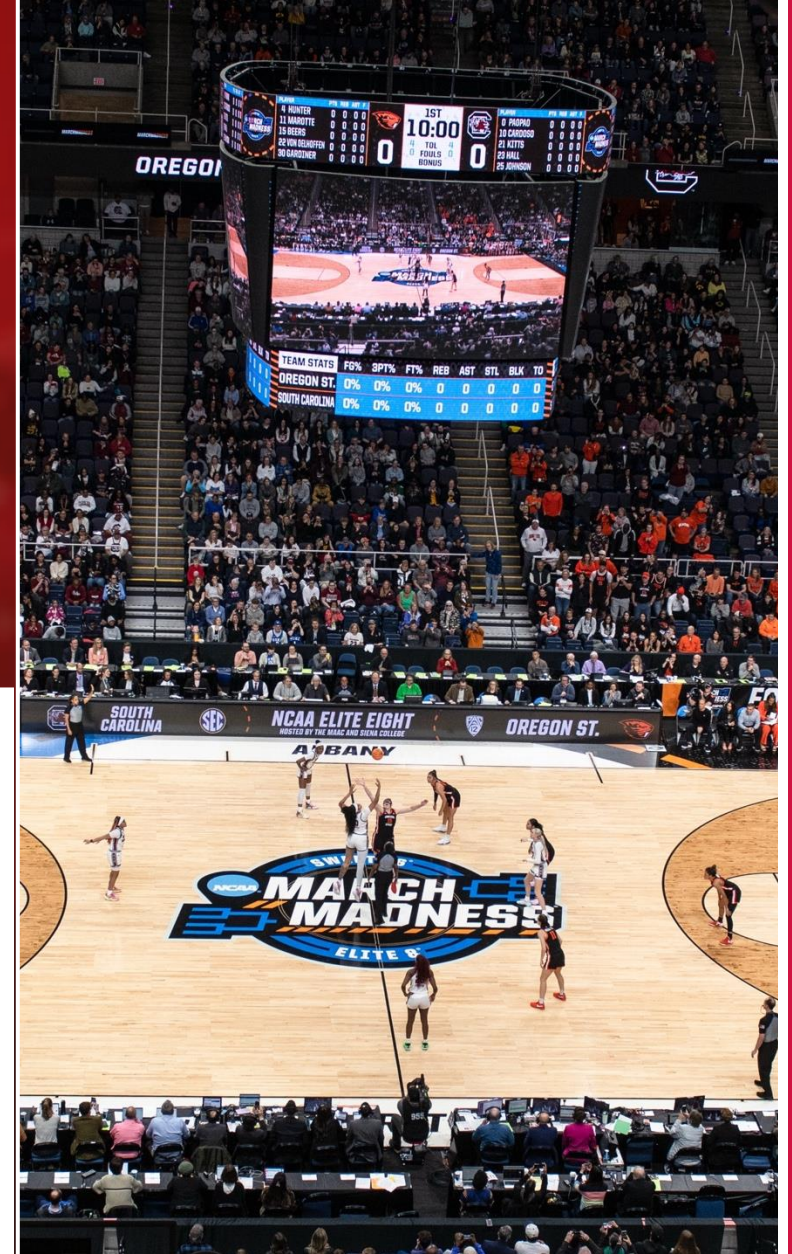
510K

FANS
ATTENDING



\$70M

ECONOMIC
IMPACT



SPORTS PARTNERSHIPS

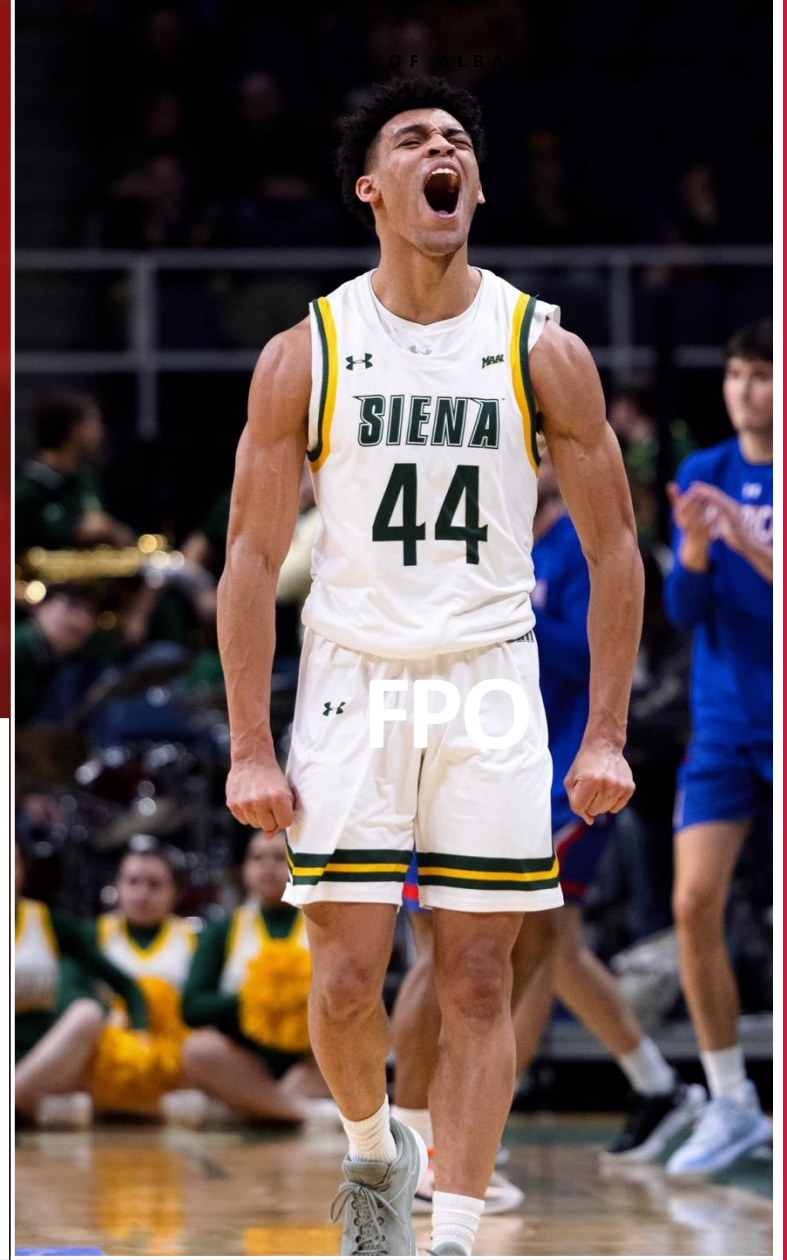
Championship home to the Firebirds and Saints—where tradition fuels ambition, passion drives performance, and community celebrates as one.



29
YEAR
PARTNER



22
YEAR
PARTNER





OUR FOUNDATION

TRUSTED RELIABLE LEADERS

Started by two of the most iconic brands in sports, and backed by a visionary and strategic financial leader, Legends Global continues to build on a foundation of trust, excellence, and delivering results.



**SIXTH
STREET™**



ALBANY COUNTY X LEGENDS GLOBAL

GLOBAL PARTNERSHIPS WITH WORLD-RENOWNED BRANDS



THE COMPLETE SOLUTION

We deliver a single, integrated solution tailored to each partner's unique needs.

The benefits of combining Legends Global services into one complete solution:

- Maximized revenue opportunities
- Increased efficiency and scale
- Unmatched expertise across every discipline

01 BUILD

- FEASIBILITY & CONSULTING
- OWNER'S REP

02 MONETIZE

- PREMIUM SALES
- PARTNERSHIPS

03 DELIVER

- MERCHANDISE
- VENUE MANAGEMENT
- CONTENT & BOOKING
- HOSPITALITY

EXPERTISE

FEASIBILITY & CONSULTING



Expert
Guidance with
**Decades of
Experience**



Research
Grounded in
**Real Market
Conditions**



Smarter
Decisions
from **Early
Planning**



Strategies
Optimized for
**Long-term
Growth**

EXPERTISE

OWNER'S REPRESENTATION



Skilled in
Project Delivery



New Builds &
Renovations
Expertise



Design for Guest
Experience
& Revenue



Strong Contractor
& Vendor Ties

EXPERTISE

PARTNERSHIPS



Launch, Acceleration
or Transformation
of Partnerships
Business



Revenue Growth
Through Strategic
Brand Relationships



Tailored
Sponsorships
Aligned
with Goals



Long-Term,
High-Value Naming
Rights &
Partnership Sales

EXPERTISE

MERCHANDISE



Seamless Shopping Experiences Across Multiple Channels



Higher Earnings From In-Venue & Online Sales



Customizable Merchandise Aligned with Fan & Guest Preferences



Strengthened Guest Engagement & Brand Loyalty

EXPERTISE

VENUE MANAGEMENT



Financial
Sustainability



Proprietary
Systems &
Software



Corporate
Oversight



Portfolio Best
Practices



Global Reach
with Local Impact

EXPERTISE

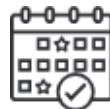
CONTENT & BOOKING



Top-Tier
Content



Tenant
Relationships



Centralized
Booking



Strategic
Partnerships



Fan Engagement

EXPERTISE

PREMIUM SALES



Increased Revenue
Through Premium Offerings



Enhanced Fan Loyalty & Engagement



Expanded Databases
for Future Marketing



Customizable Solutions to Meet
Venue & Event Needs

EXPERTISE

HOSPITALITY



Culinary Experiences
Tailored to Your Fans &
Guests



Local & Regional
Farm-to-Table
Partners



Revenue-driven
Offerings Without
Sacrificing
Quality

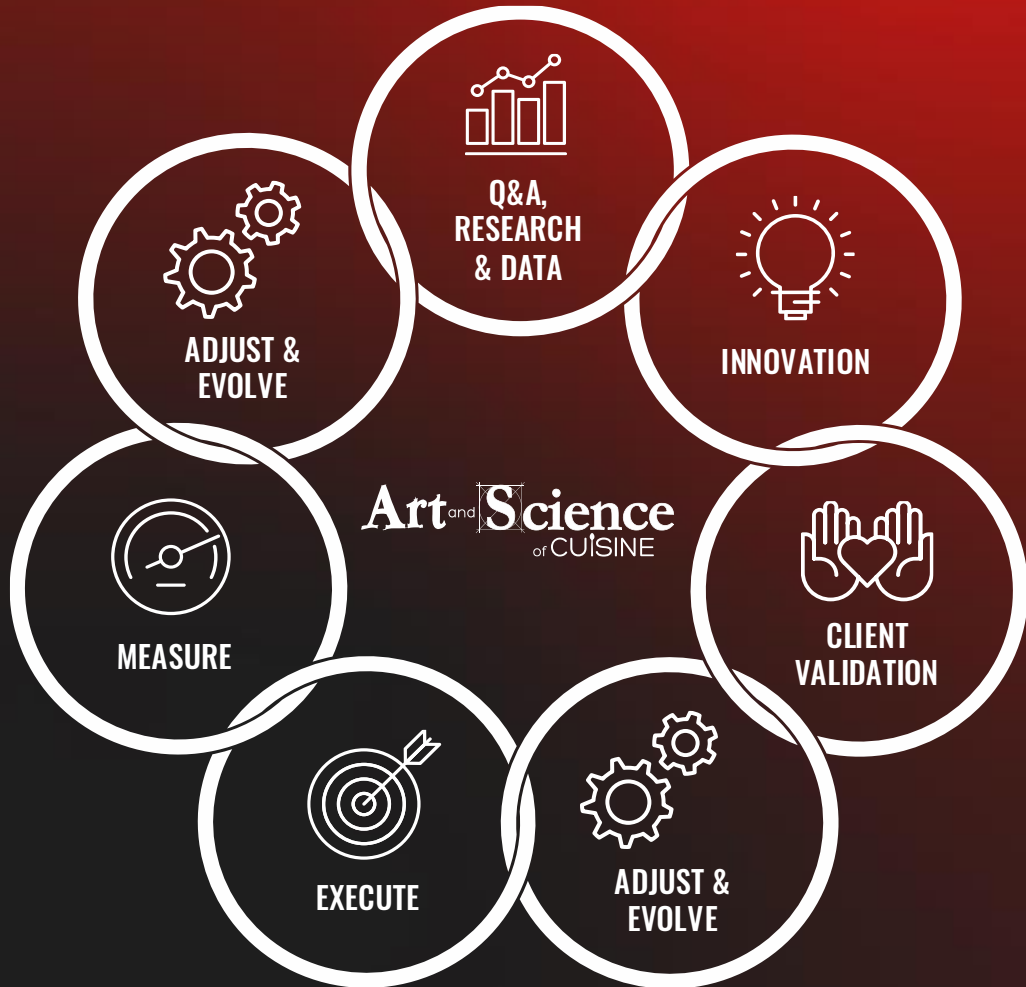


Sustainability
Leadership



Enhanced
Guest Satisfaction

HOSPITALITY APPROACH



OWNED EXPERIENCE: ELEVATED OUTCOME

OUR FOCUS

Creating and serving world-class food & beverage offerings that leave guests satisfied on event days and beyond.

BENEFITS

- One team = improved control + increased value
- Improved food quality, healthy options & value perception
- Locally sourced & focused creating a true “Taste of Albany”
- Elevated artist experience to drive repeat bookings

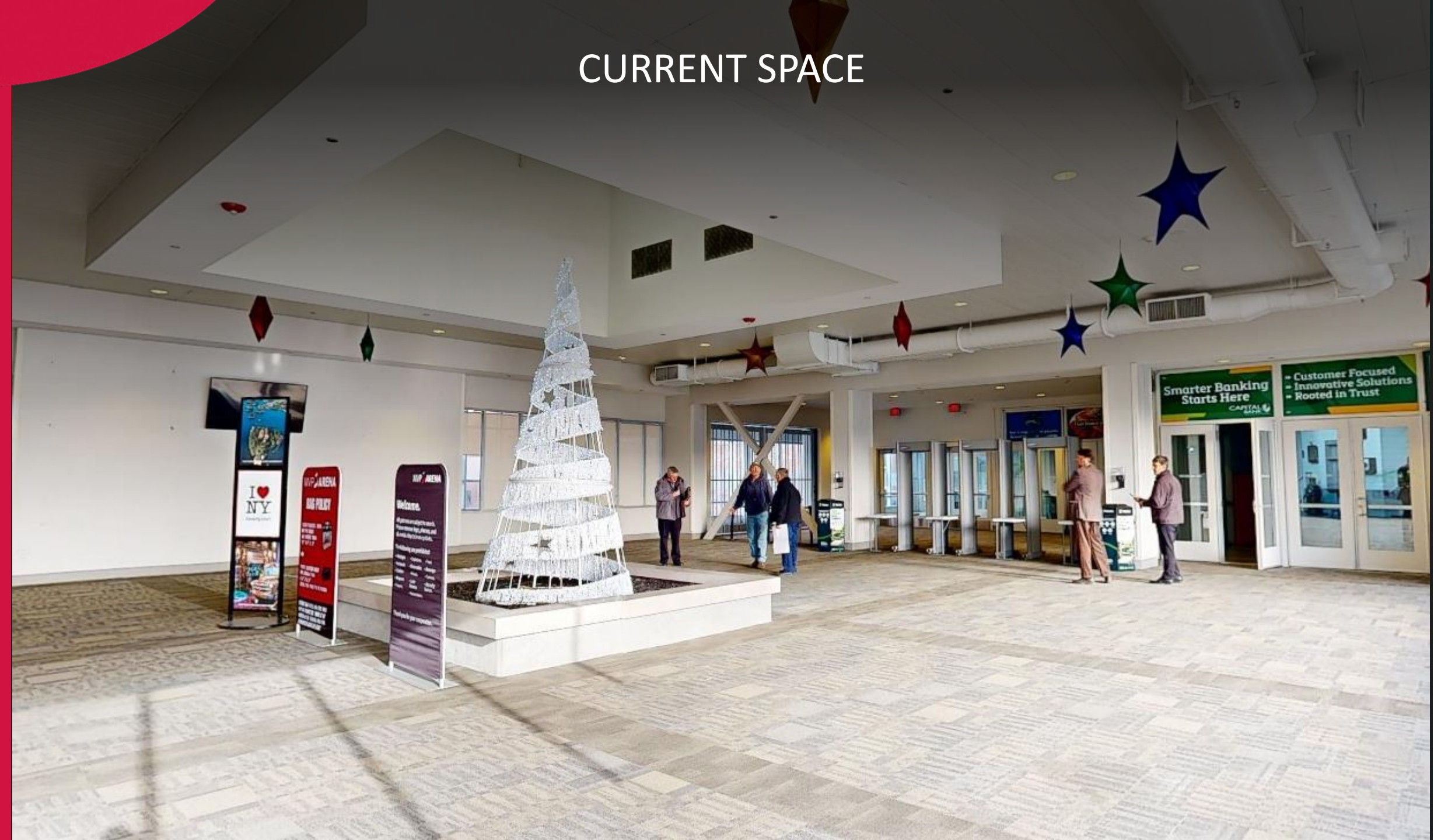


The background image shows a modern lounge or club interior. The ceiling is a prominent feature, composed of large, white, geometric, faceted panels that create a complex, crystalline structure. The room is furnished with round tables and chairs, and large windows in the background offer a view of a city skyline. The overall atmosphere is sophisticated and contemporary.

LEGENDS GLOBAL PROPOSED VIP CLUB

A self-funded premium investment delivering venue enhancements, elevated experiences, revenue growth, and shared upside for the County.

CURRENT SPACE



NEW PREMIUM BAR SPACE



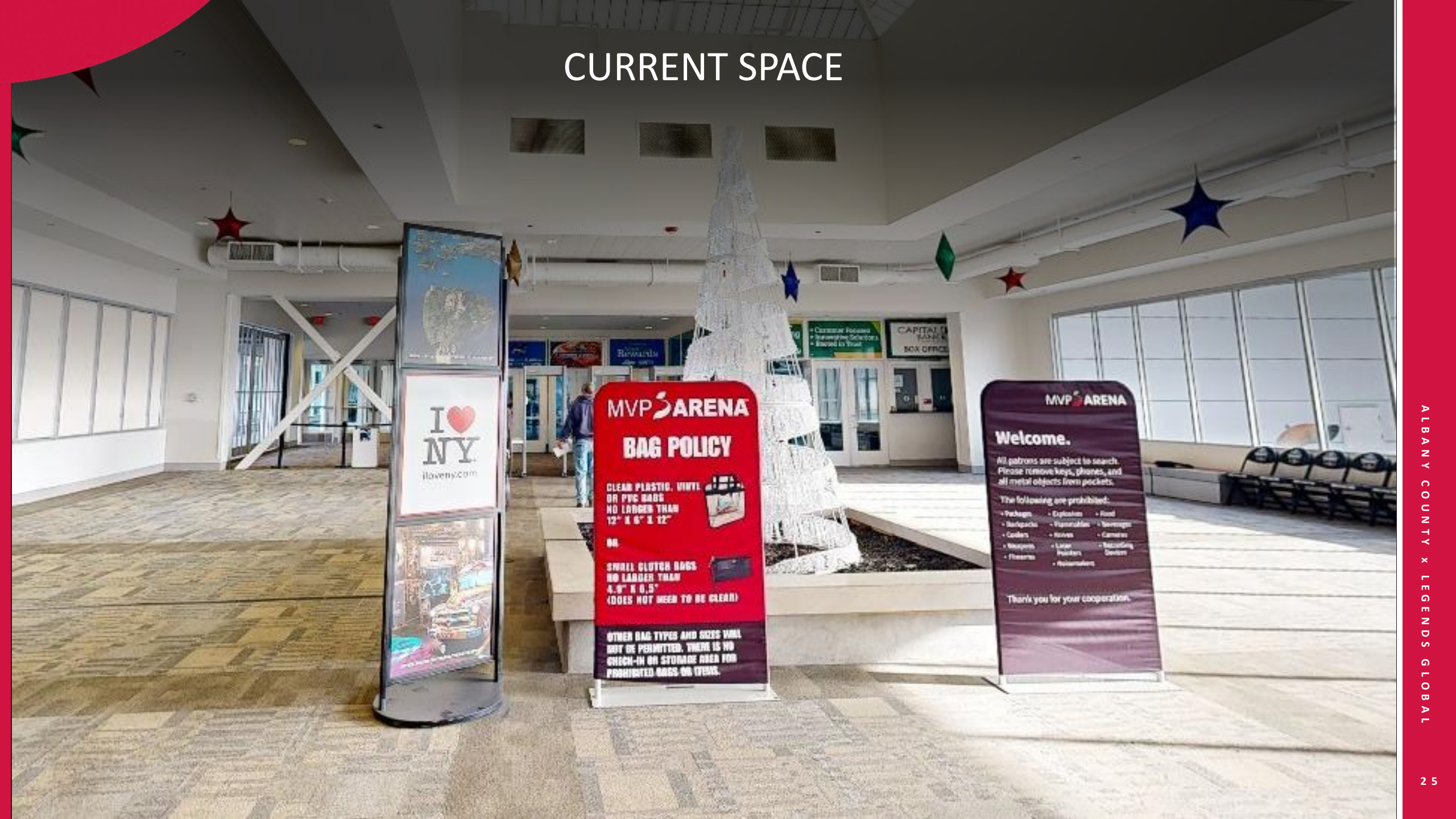
CURRENT SPACE



NEW PREMIUM SEATING SPACE



CURRENT SPACE



Map of New York State

I ♥ NY
iloveny.com

Advertisement for a car rental or travel service featuring a car and scenic views.

MVP ARENA

BAG POLICY

CLEAR PLASTIC, VINYL OR PVC BAGS NO LARGER THAN 12" X 6" X 12"

OR

SMALL CLUTCH BAGS NO LARGER THAN 4.5" X 6.5" (DOES NOT NEED TO BE CLEAR)

OTHER BAG TYPES AND SIZES WILL NOT BE PERMITTED. THERE IS NO CHECK-IN OR STORAGE AREA FOR PROHIBITED BAGS OR ITEMS.

MVP ARENA

Welcome.

All patrons are subject to search. Please remove keys, phones, and all metal objects from pockets.

The following are prohibited:

- Packages
- Backpacks
- Coolers
- Weapons
- Firearms
- Explosives
- Pyrotechnics
- Nails
- Laser Pointers
- Beverages
- Cameras
- Recording Devices
- Reusable

Thank you for your cooperation.

NEW PREMIUM SOFT SEATING



CURRENT SPACE



NEW PREMIUM STAGE VIEW





FLEXIBLE EVENT SPACE

MAXIMIZING UTILIZATION



BANQUET
CONFIGURATION



PERFORMANCE
CONFIGURATION



PRESENTATION
CONFIGURATION

IMPACT & COMMUNITY VALUE

REVENUE GROWTH | SPECIAL EVENT APPEAL | ELEVATED EXPERIENCES

VALUE TO ALBANY COUNTY REVENUE & ECONOMIC IMPACT

- Create new, recurring revenue streams
- Increase per-event spend
- Grow suites & corporate partnerships
- Expands capacity & premium offering with Albany Capital Center
- Year-round use improves space utilization & ROI

VALUE TO EVENT HOSTS COMPETITIVE EVENT PLATFORM

- Dedicated VIP & sponsor hospitality space
- Private space for receptions, awards & private functions on-site
- Strengthens bids for NCAA tournaments & events
- Drives sponsor activations & revenue
- Added premium hospitality space for events

VALUE TO GUESTS ELEVATED EXPERIENCE

- Modern, upscale club environment
- Premium food & beverage options
- Exclusive member & VIP access
- Luxury space to gather & network
- Memorable experiences for celebrations

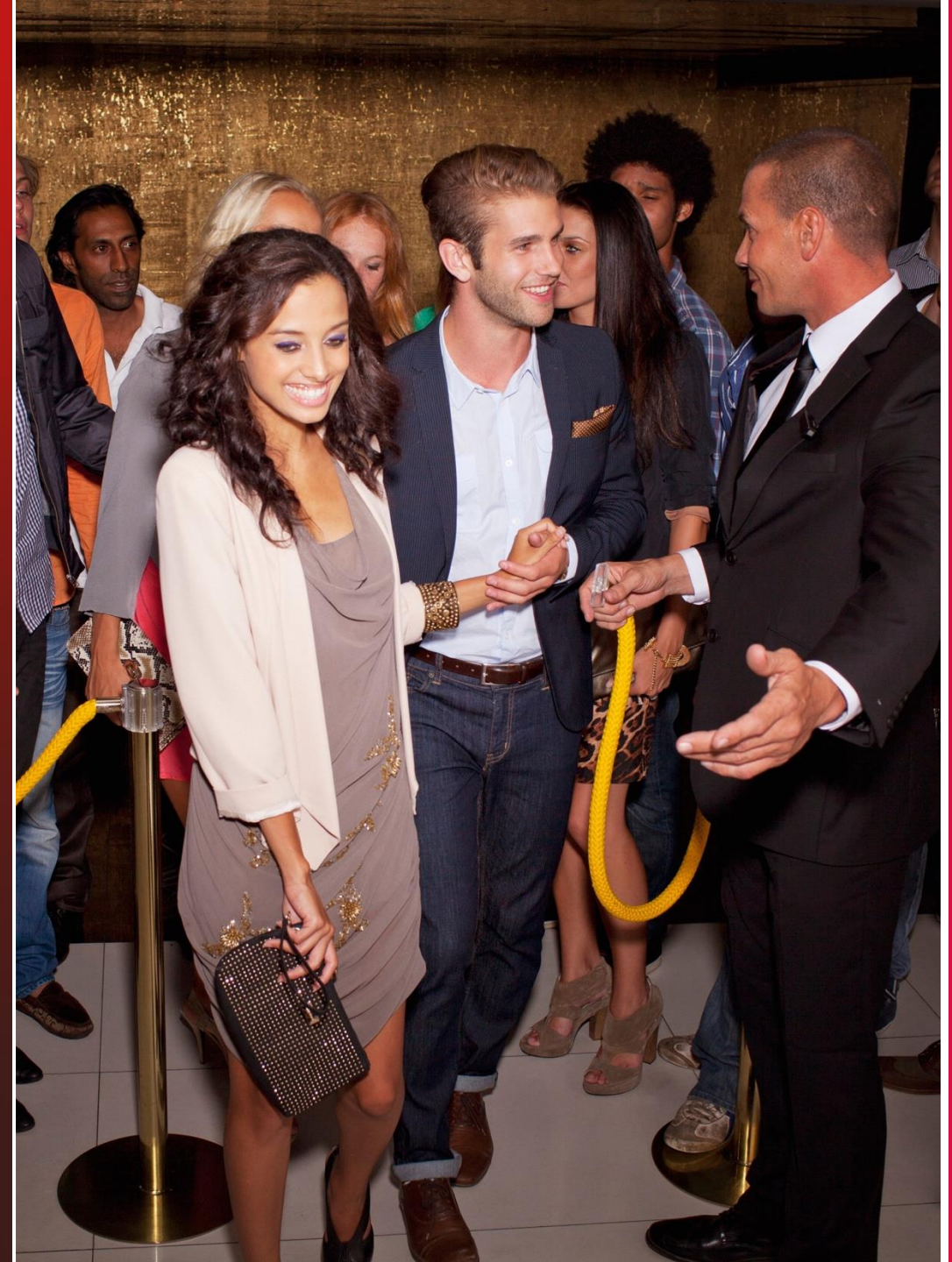
PROPOSED BUSINESS TERMS

- TERM:** 12 years commencing at conclusion of existing term (1/1/28); 6-year mutual renewal option
- MANAGEMENT:** Continuation of current annual Arena profit sharing
- FOOD & BEVERAGE:** Continuation of current commissions paid to Arena
- INVESTMENT:** \$3M Legends Global commitment
- Build premium/VIP membership club
 - Arena food & beverage upgrades & investment
- PREMIUM CLUB ACCESS:** Entire Community!
- Private Events
 - Club Memberships
 - Individual Event Passes
- PREMIUM CLUB PRICING:** Initial, market-based pricing:
- Club Memberships - \$1,500 annually
 - Individual Event Passes:
 - \$75 in advance
 - \$125 day of



PREMIUM CLUB REVENUE SHARING

- Revenue Sources include:
 - Advertising & Sponsorships
 - Membership Fees
 - Event Rentals
 - Catering Revenues & Special Events
- Legends Global recovers initial capital outlay via sponsorship & membership revenues
- Following investment recapture 50/50 sharing with Arena
- Food & Beverage sales at Arena events
 - Same Commission % as Concession Agreement to MVP Arena



PROJECTED REVENUE SHARING SCHEDULE

| | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Year 6 | Year 7 | Year 8 | Year 9 | Year 10 | Year 11 | Year 12 | Total |
|---------------------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--------------------|
| Premium & Sponsorship | \$- | \$- | \$- | \$- | \$- | \$- | \$173,700 | \$178,900 | \$184,300 | \$189,800 | \$195,500 | \$201,400 | \$1,123,600 |
| F&B | \$73,900 | \$92,700 | \$96,500 | \$105,600 | \$109,800 | \$113,600 | \$118,300 | \$121,900 | \$125,600 | \$129,400 | \$133,300 | \$137,300 | \$1,357,900 |
| Total to MVP Arena | \$73,900 | \$92,700 | \$96,500 | \$105,600 | \$109,800 | \$113,600 | \$292,000 | \$300,800 | \$309,900 | \$319,200 | \$328,800 | \$338,700 | \$2,481,500 |





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