COMING TO ACRISURE ARENA THIS FALL

COACHELLA VALLEY LAKERS

NBA G LEAGUE AFFILIATE OF THE LOS ANGELES LAKERS

CITY PARTNERSHIP OPPORTUNITY

ALIGN YOUR BRAND LOCALLY WITH

THE MOST ICONIC

FRANCHISE IN ALL OF PROFESSIONAL SPORTS

17 NBA CHAMPIONSHIPS
Tied for the Most in NBA History

MOST PLAYOFF & FINALS APPEARANCES
in NBA History

33 HALL-OF-FAMERS
2nd Most in the NBA

8 MVP'S
2nd Most in the NBA

TOP 5 MOST VALUABLE FRANCHISE
Among all U.S. Professional Sports Teams

64M TOTAL SOCIAL FOLLOWERS
Most Among All U.S. Professional Sports Teams



Sources: Basketball Reference (2026), Sportico (2025), Forbes (2025)

A PIPELINE BUILT FOR SHOWTIME

TODAY'S COACHELLA VALLEY LAKERS,
TOMORROW'S NBA STARS



41 PLAYERS HAVE EARNED **57** NBA CALL-UPS

5,000+

NBA GAMES PLAYED BY TEAM ALUMNI

Source: Basketball Reference (2026)

BRINGING THE LAKESHOW TO

ACRISURE® ARENA

THE CROWN JEWEL OF LIVE ENTERTAINMENT IN THE DESERT

DELIVERING

850K+	12K+	115+
ANNUAL ATTENDANCE*	SEATING CAPACITY	NIGHTS OF ACTION PER YEAR

40+	40+	25+	10+
CONCERTS	HOCKEY GAMES	BASKETBALL GAMES	FAMILY SHOWS & OTHER LIVE ENTERTAINMENT
JUSTIN TIMBERLAKE			CIRQUE DU SOLEIL, MONSTER TRUCKS LIVE, BKFC
MARIAH CAREY			









*Annual Attendance before the NBA G League

NBA G LEAGUE

THE NBA'S OFFICIAL MINOR LEAGUE

A NATIONAL/INTERNATIONAL PLATFORM



OVER

HALF

OF PLAYERS ON NBA START-OF-SEASON ROSTERS IN 2025-26 HAD NBA G LEAGUE EXPERIENCE

Record-Tying Number of Players

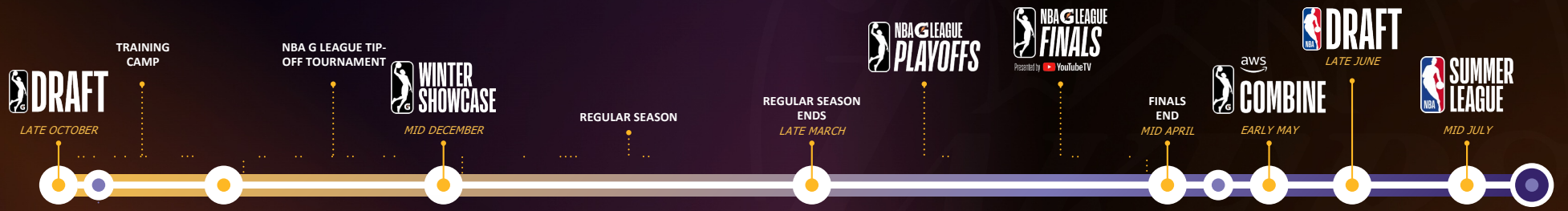
31 **TEAMS**

30 Affiliated with NBA teams

ACRISURE ARENA

Source: NBA G League (2026)

IN STEP WITH THE VALLEY'S PEAK SEASON



48 TOTAL GAMES PER TEAM *(EXCLUDING PLAYOFFS)* **24** HOME **24** AWAY



SECOND-HOME VISITORS CLUSTER THEIR STAYS

61% NOVEMBER THROUGH JANUARY

78% JANUARY THROUGH APRIL

ACRISURE ARENA

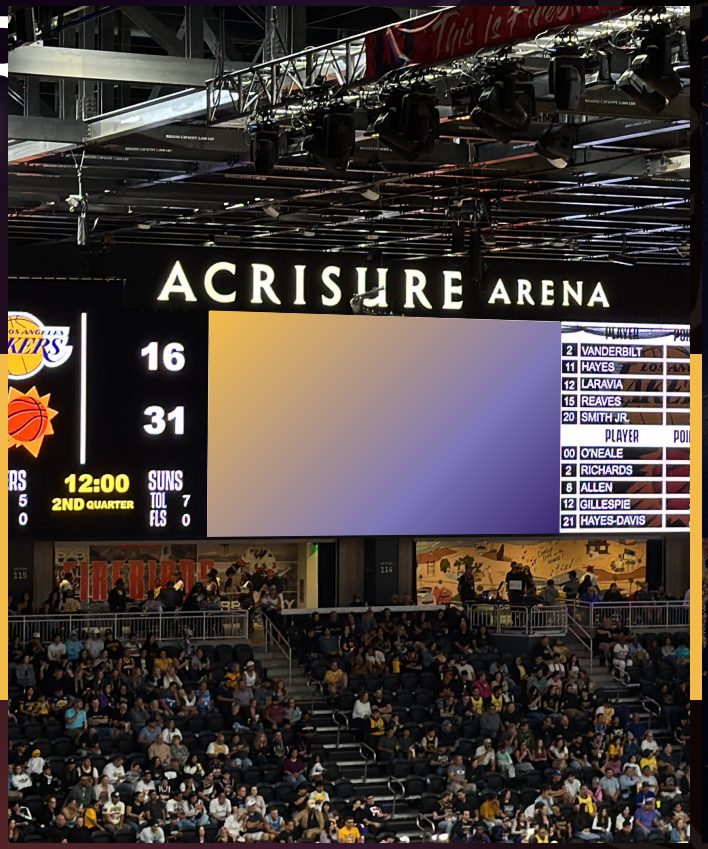
Sources: Visit Greater Palm Springs (2025), NBA G League (2026)


WHAT WE CAN DO
TOGETHER

LED & DIGITAL

MAXIMIZE REACH WITH HIGH-IMPACT DIGITAL BRANDING THROUGHOUT THE ARENA







Sources: Visit Greater Palm Springs (2025), NBA G League (2026)

HOSPITALITY & TICKETS

CULTIVATE AND GROW RELATIONSHIPS THAT DRIVE BUSINESS THROUGH ELEVATED HOSPITALITY & EXPERIENCES

- PREMIUM TICKETS
- ELEVATED FOOD & BEVERAGE
- VIP EXPERIENCES



ACRISURE ARENA

Sources: Visit Greater Palm Springs (2025), NBA G League (2026)

ACTIVATIONS & PROMOTIONS

ENGAGE WITH FANS THROUGHOUT THE GAMEDAY EXPERIENCE

- ON-SITE ACTIVATIONS
- TABLING
- GIVEAWAYS
- IN-GAME CONTESTS

...AND MORE



ACRISURE ARENA

Sources: Visit Greater Palm Springs (2025); NBA G League (2026)

INTELLECTUAL PROPERTY RIGHTS

LEVERAGE THE STRENGTH OF THE PURPLE & GOLD



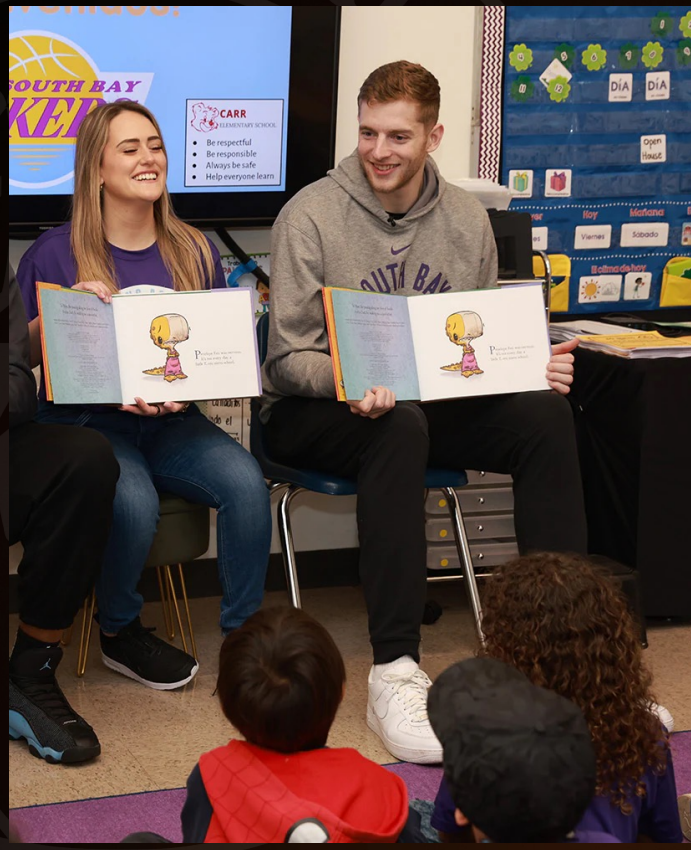
Sources: Visit Greater Palm Springs (2025), NBA G League (2026)

COMMUNITY ENGAGEMENT

FOSTER AUTHENTIC COMMUNITY CONNECTIONS








COACHELLA VALLEY
LAKERS
JOIN US AS WE TIP OFF A NEW ERA
IN COACHELLA VALLEY SPORTS & ENTERTAINMENT
COMING TO ACRISURE ARENA THIS FALL

PARTNERSHIP SUMMARY

PRESENTING PARTNER

LED & Digital Exposure

- Courtside + Hoop Stanchion LED (Pre-Game): 1 minute per game
- Courtside + Hoop Stanchion LED (In-Game): 1 minute per game
- Arena Bowl LED Ribbon (Pre-Game): 1 minute per game
- Arena Bowl LED Ribbon (In-Game): 1 minute per game
- Arena Replay Screen: 6x :30 ads per season
- In-venue IPTV exposure (concourses, clubs, and suites): 1 minute per hour

Content

- Mutually agreed upon social media integration

Hospitality & ticketing

- Six (6) lower bowl season seats
- Sixty (60) group tickets

Activation & Promotions

- Four (4) in-game feature sponsorships per season
- Two (2) on-site activations per season

Intellectual Property Rights

- Approved use of team marks and intellectual property

TERM: **3 YEARS** | Y1 INVESTMENT: **$15,000 + PLAYOFFS** | ANNUAL ESCALATOR: **4%**


COACHELLA VALLEY
LAKERS
THANK YOU