



**LUMENCY**

**Smarter Sponsorship.**



## **Property Analysis: New York Mets**

**Sample**

A vibrant concert scene with a crowd of people and blue stage lighting. The text 'PROPERTY ANALYSIS' is overlaid in the center. 'PROPERTY' is in yellow and 'ANALYSIS' is in white with a yellow outline.

# PROPERTY ANALYSIS

# Methodology

Our proprietary dataset helps to unlock sponsorship insights about your partners and category competitors.

## How This Report is Built



### Data Scope

All major partnerships of a selected property are included (based on availability of data). Five partners are selected for further evaluation based on relevance.



### Multi-Source Integration

Data inputs include Lumency proprietary dataset, public disclosures, broadcast & in-venue observations, property & brand channels.



20,000+  
Brands



1,100+  
Categories



3,200+  
Properties



\$377M+  
Annual Spend  
(USD)

**Note:**

Rights fee and deal structure estimates are derived from proprietary research, category data, and global sponsorship intelligence, informed by 30 years of advisory experience. These inputs are triangulated to provide reliable views of deal value and market position.



# Objectives

Evaluating Cadillac's position within the New York Mets' partner ecosystem.

## What This Report Delivers



### Property Revenue Analysis

A highlight of the overall partner stack of the New York Mets, including number of partners and total estimated sponsorship revenue.



### Property Ecosystem Overview

Portfolio overview featuring a breakdown of partners and the owned categories of each.



### Comparable Partner Benchmarking

Analyzing estimated rights fees, key assets, and notable activation executions across five pre-selected Mets partners relevant to your brand.



### Considerations

Looking at tactics to separate high-performing sponsorships from passive visibility.

# Property Revenue Analysis

Breaking down the sponsorship economy of the New York Mets.



**65+**

Total Number of Major Partners



**\$90M - \$100M**

Projected Annual Sponsorship Revenue



**\$1.40M**

Average Sponsorship Fee









# Comparable Partner Benchmarking

Key partnership characteristics and estimated rights fees across selected Mets partners.

|  |  |  |  |  |  |
|---|--|--|---|---|---|
| Partner   | Delta Air Lines  |  |   |   |   |
| Category  | Airlines   |  |   |   |   |
| Tenure (years)  | 18   |  |   |   |   |
| Partnership Assets  | <ul style="list-style-type: none"> <li>Premium Hospitality (SKY360° Club)</li> <li>Dedicated VIP Entrance</li> <li>Community Platform</li> <li>Behind Home Plate Signage</li> <li>LED Venue Signage</li> <li>Social Media Content</li> </ul> |  |   |   |   |
| Est. Rights Fee   | \$2.8M   |  |   |   |   |

\*Data is provided for illustrative purposes only and should not be relied upon as exact or definitive.

# Notable Executions

Highlighting notable assets & executions - both within the agreement and through activation - by selected partners.

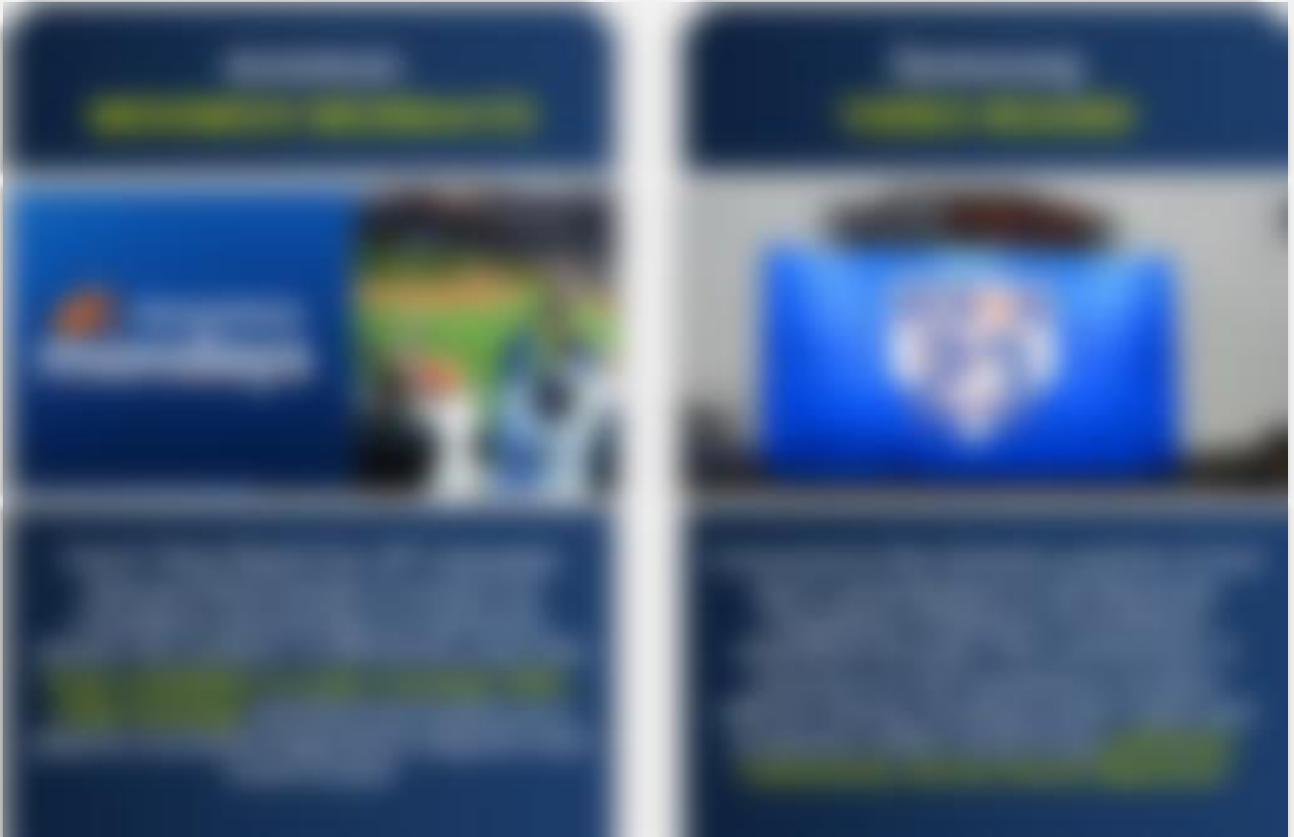
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## Delta Air Lines SKY360° CLUB



Delta's SKY360° Club is effective by prioritizing premium hospitality over mass exposure, delivering high-value B2B hosting and an elevated fan experience aligned with its brand.

The asset **reinforces perception** through exclusivity, service quality, and consistent in-venue engagement rather than heavy broadcast visibility.



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# Our Considerations

What separates high-performing sponsorships from passive visibility.



## ONE PLATFORM, ONE MESSAGE

A single, consistent platform is critical in sponsorship marketing, acting as the red thread that connects all assets and activations into one clear message, building stronger recall, cohesion, and long-term brand meaning across every consumer touchpoint.

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**SECURITY AND PROTECTION**  
Ensuring that all assets and activations are protected and secure, preventing unauthorized access and maintaining the integrity of the brand message.



**GLOBAL REACH AND INTERNATIONAL FOCUS**  
Ensuring that the brand message is consistent and effective across all international markets and cultural contexts.



# **ABOUT LUMENCY**

# 311

Tier 1 Properties Supported Globally on behalf of our clients.

# 3000+

Sponsorship Evaluations in the last 10 years.

# LUMENCY

## Smarter Sponsorship.

Established in 1996.  
21 Countries. Brand-Side Only.

Experience across categories and markets.

