

Case Study

FROM INSIGHT TO IMPACT

A Strategic Path to Unlocking \$50M+ in New Revenue

Altius partnered with a P4 / SEC athletics department to identify and optimize revenue opportunities across the enterprise.

While the engagement spanned multiple areas, this case study spotlights a select set of high-impact strategies projected to generate more than \$50M in new, incremental revenue over three years.

Reimagining Corporate Partnerships for Sustained, High-Yield Growth



Valued IP

Higher rate card integrity & IP valuation

\$10M

New Annual Revenue



Bigger, Fewer Deals

Shift to fewer, larger, multi-year partnerships

\$6M

Net Yield Increase



Sharper Categories

Granular definitions & reduced exclusivity



Data-Driven Growth

Robust analytics to maximize profitability

10%+

Annual Growth in Multi-Year Deals



Asset Innovation

Digital rotation & engaging creative in venues



New Merchandising & Concessions Strategy Projected to Drive

\$4M+ Annual Growth

Projected Growth from New Ticket Model

Football



15.63%

Compound Annual Growth Rate, reflecting a **55%** total revenue gain over **3 years** from strategic season ticket and donor pricing.

\$30M+

Total Projected Revenue Increase

\$20M+

Average Annual Gain vs. Baseline

19

Stadium Seating Zones Analyzed

Men's Basketball

17.26%

Compound Annual Growth Rate, reflecting an **89%** total revenue gain over **4 years** from strategic season ticket and donor pricing.



\$4M+

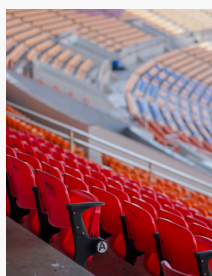
Total Projected Revenue Increase

\$1M+

Average Annual Gain vs. Baseline

11

Arena Seating Zones Analyzed



Building a Revenue-Driven Stadium Renovation Plan

Projected to generate multi-million dollar upfront capital and long-term premium seating revenue before project kick-off.

Shaped Renovation Goals

Modeled Revenue Options

Designed Premium Seating

Planned Donor Outreach