

## Alan Hoffman Discusses the Oakland A's Planned Move to Las Vegas Strip with *Las Vegas Review-Journal*

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Winston & Strawn Partner Alan Hoffman recently spoke with Las Vegas Review-Journal where he discussed Oakland Athletics' planned Las Vegas stadium project. Planned to be built on nine acres on the Las Vegas strip, the A's would rely on both residents and tourists to visit the ballpark and fill seats on an annual basis.

"Drawing upon not just the tourism industry, which of course is phenomenal in Las Vegas, but also the local community," Alan said. "People think of Vegas as this great party town, bachelor parties and everything else. . . [b]ut there is also this broad family-based community that would really love Major League Baseball. You're really combining the two demographics."

Alan also noted that, like the NFL's Raiders, the A's may see the opportunity for more lucrative sponsorship deals following the move to Las Vegas compared to Oakland.

"Some of the smaller cities are really struggling to find the kind of sponsorship deals they see other teams being able to access," Alan said. "Las Vegas doesn't have traditionally the corporate Fortune 500 companies. But these casinos are wonderful partners for sponsorships. They kind of work together collectively, showing off their dual entertainment options, casinos on one end and sports on the other. There's more money to be made on those sponsorships than if you had Ford Motor Company, or IBM, pick your Fortune 500 company."

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Alan Hoffman