

# MISE

## Prosek's offering for Media, Intellectual Property, Sports & Entertainment

Prosek's MISE consultants provide quality strategic communications and differentiated financial markets expertise to help grow and shape ambitious brands navigating a crowded and dynamic marketplace. Traditional and emerging MISE companies and their investors trust us to handle their most important, sensitive, and complex matters.

Prosek's full range of capabilities give clients unified best-in-class advice and quality communications assets tailored to different stakeholder groups, sectors, and industries.

We have advised on company launches, domestic and cross-border acquisitions and sales, joint ventures and recapitalizations, and licensing, naming rights and sponsorship deals. The team also has experience in executive thought leadership, articulating CSR/ESG strategies, and elevating the profile of companies in high-growth areas, such as IP-focused asset managers, sports technology providers, and esports.

### Core Services

- + Corporate communications
- + Crisis and issues communications
- + Transaction services
- + Investor relations advisory
- + Public affairs
- + Proactive media relations
- + Narrative development and stress testing
- + ESG / CSR positioning
- + Executive visibility programs
- + Thought leadership campaigns
- + Branding, content, design, and digital strategies
- + Speechwriting
- + Conference programming

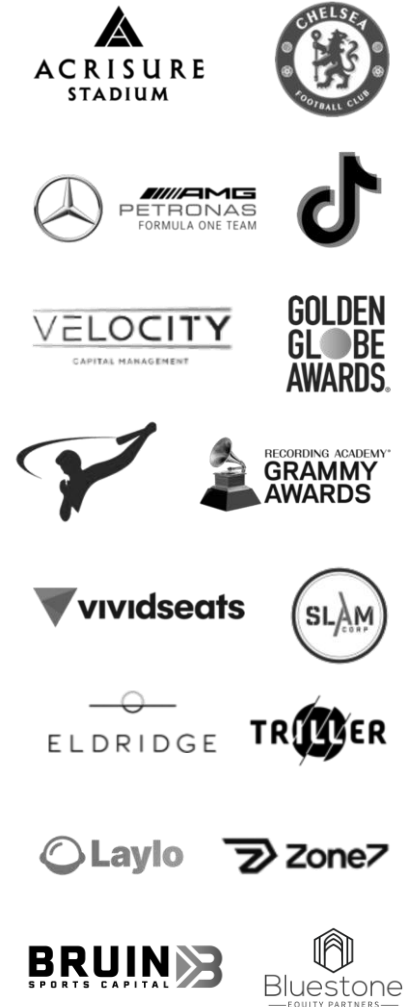
### Client Profiles

- + Sports Properties
- + Media Production Companies
- + Content Distribution Companies
- + Institutional Investors
- + Private Equity & Private Credit Firms
- + Investment Banks
- + Venture Capital Firms
- + Holding Companies
- + Law Firms
- + Consulting Firms
- + Real Estate Owners & Investors
- + Technology Platforms
- + Intellectual Property Owners
- + Business / Data Intelligence Providers

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## Notable Representative Engagements

- + Advised on consortium acquisition of **Chelsea FC** for \$3.16BN, the largest professional soccer transaction in history and top-three all-time across sports
- + Driving executive visibility for **Todd Boehly** (Eldridge), **Alex Rodriguez** (A-Rod Corp), and **George Pyne** (Bruin Capital)
- + Launched sports-themed investment firms, including **Fertitta Capital**, **Velocity Capital Management**, and **Bluestone Equity Partners**
- + Leading thought leadership programming for **Mercedes AMG Petronas F1 Team** and **Toto Wolff**
- + US AOR for **ByteDance / TikTok** (~1.1BN MAUs) and **Citigroup's** Sports Sponsorship division
- + Supported notable transactions, including:
  - + IPO of **Slam Corp SPAC**
  - + Merger of **Vivid Seats** and **Horizon Acquisition Corp SPAC**
  - + **Eldridge's** divestiture of **MRC**
  - + **Dyal HomeCourt Partners'** investment in **Atlanta Hawks** (NBA)
  - + Acquisition of naming rights for **Acrisure Stadium** (Pittsburgh Steelers)
- + Providing Issues management counsel for **HFPA / Golden Globes** and other entertainment award organizations
- + Articulating market opportunity and growth milestones for SME properties, including **Laylo** and **Zone7**
  - + Coordinating joint announcements with likes of Liverpool FC, LAFC, Leeds United, and SSC Napoli
- + Ad-hoc support for MISE-adjacent firms, including **Shamrock Capital** and **Crescent Capital Group**



### Contacts

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