

ELEVATE SPORTS VENTURES ACQUIRES INFINITE SCALE

INDUSTRY-LEADING SPORTS DESIGN AND EXPERIENTIAL SOLUTIONS CONSULTANCY

SANTA CLARA, CA - MAY 24, 2021: Elevate Sports Ventures, the best-in-class sports and entertainment consulting firm, has today announced the acquisition of sports, live event and experiential design firm, Infinite Scale. On behalf of its client venues, events, teams and brands, Infinite Scale strategizes, designs and manages the execution of dynamic, visual and experiential signage and branding solutions to amplify, educate and elevate the experience of sports.

Infinite Scale has provided total brand integration services to more than 130 global venues, counting many of the sports and entertainment industry's marquee events, including the 2002 Salt Lake Olympic Winter Games, five Super Bowls, all seven College Football Playoff (CFP) National Championships and the NHL Winter Classic; and leagues, including the NFL, NBA, NHL, MLB, MLS, NASCAR and more as clients. Infinite Scale's proficiencies in venue brand strategy, including naming rights and team branding, event branded experiences, dynamic sponsor integration and more, have earned them a front row seat as the sports design consultancy of choice for industry-leading venue projects, including Allegiant Stadium, Levi's® Stadium, Target Field, Chase Center, Little Caesars Arena and Daytona International Raceway. Many of the world's most innovative and elite professional sports teams, including the Golden State Warriors, Detroit Red Wings, Minnesota Vikings, Minnesota Timberwolves and Minnesota Lynx, Cleveland Cavaliers and more have entrusted Infinite Scale with their global brand design and vision.

Media may [CLICK HERE](#) for still images of Infinite Scale's design work at Allegiant Stadium, Las Vegas Ballpark and more; and [CLICK HERE](#) to access Infinite Scale's Media Microsite.

In 2020, Infinite Scale played a significant role in the creative strategy, design and implementation of several of the sports industry's most historic events and endeavors; notably staffing event team members inside the NHL Stanley Cup 'bubble' in Edmonton and Toronto, Canada, the NHL Outdoors at Lake Tahoe games and the 2021 CFP National Championship Game, hosted at Hard Rock Stadium in Miami, FL.

"At Elevate Sports Ventures, we are hyper-focused on becoming the premier, full-service business strategy, property sales, and branding agency across global sports and entertainment; this new relationship with Infinite Scale, steeped in creative capabilities and solution-oriented deliverables, aligns perfectly with our goals. Additionally, people, culture and our commitment to be great teammates is at the core of who we are," said Elevate Sports Ventures President Chip Bowers. "The new alignment with Infinite Scale further deepens our commitment to working alongside best-in-brand organizations operated by best-in-class people."

"Design for brand legacy is at the core of everything we do - both as a business, and also as a sports design consultancy acting on behalf of the global roster of clients who have entrusted their creative brand vision to our team," said Infinite Scale Founding Partner Molly Mazzolini. "Now it's Infinite Scale's time to lock in our studio's legacy succession plan as a member of the Elevate family to ensure that our collective Clients and Team Members are a part of something bigger than all of us."

Established in 2002 by Founding Partners Amy Lukas, Molly Mazzolini and Cameron Smith, Infinite Scale has developed a reputation for thoughtful and individualized ideation and innovation for its diverse roster of global clients. Headquartered in Salt Lake City and with remote offices across the country, Infinite Scale has been an Officially certified Women-Owned Business through the WBENC for over a decade. Media may [CLICK HERE](#) for bios of Infinite Scale Founding Partners.



INFINITE SCALE

Infinite Scale is Elevate's second major acquisition of 2021, following the March integration of Dynamic Pricing Partners, an industry-leading pricing, analytics, and ticket distribution technology company that leverages data and proprietary models to provide solutions to over 75 university athletic departments. Since January 2021, Elevate has announced new client partnerships with EuroLeague Basketball, Bellator MMA, MATCH Hospitality and the FIFA World Cup Qatar 2022™, the Circuit of the Americas, Manchester's new 23,500-capacity Co-op Live arena, and more. In the first quarter of 2021 alone, Elevate's corporate partnerships department supported the naming rights for PayPal Park between the MLS San Jose Earthquakes and PayPal, as well the founding partnership and kit sponsorship between St. Louis CITY SC of MLS and Purina.

In less than three years since its founding, Elevate has amassed a client roster of teams, brands and venues from among the NFL, NBA, NHL, MLB, MLS, professional US and international football, international soccer, professional tennis, MMA, motorsports and horse racing, Division I athletics and more. Elevate's early success recently earned the consultancy's second nomination to SportsBusiness Journal's acclaimed Sports Business Journal Awards in the "Best in Property Consulting, Sales and Client Services" category in three years.

ABOUT INFINITE SCALE

Infinite Scale is a sport design consultancy with headquarters in the heart of Salt Lake City. The three partners – Amy Lukas, Molly Mazzolini and Cameron Smith – met while working at the 2002 Olympic Winter Games. Nineteen years ago, they formed Infinite Scale independently, and they are a proud nationally certified women-owned business. As creative professionals, the Infinite Scale team provides total brand integration services into 130+ global venues. Infinite Scale designs for brands, venues, events and digital to elevate the experience of sports and entertainment. For more information, visit: infinitescale.com and follow on [Instagram](#), [Twitter](#) or [LinkedIn](#).

ABOUT ELEVATE SPORTS VENTURES

Elevate Sports Ventures is a best-in-class sports and entertainment consulting firm, providing proven, innovative solutions to organizations across the global sports and entertainment landscape. Elevate taps into the extensive resources, relationships, and expertise of its partners to innovate and execute comprehensive strategies and solutions in Venue Renovations, Sales and Marketing, Stadium Licenses, Premium Ticketing, Corporate Hospitality, Customer Research, Strategy and Analytics, Sales Training, and more. Formed in partnership between the San Francisco 49ers and Harris Blitzer Sports & Entertainment (HBSE) in 2018, Elevate welcomed Oak View Group (OVG) and Ticketmaster and Live Nation as partners in June 2018. For more information, visit: www.ElevateSportsVentures.com or follow [@ElevateSV](#) on Twitter or [LinkedIn](#).

