

**LEVY JOINS ELEVATE OWNERSHIP GROUP INCLUDING  
SAN FRANCISCO 49ERS, ARCTOS, HARRIS BLITZER SPORTS & ENTERTAINMENT, AND  
VELOCITY CAPITAL MANAGEMENT**

***GLOBAL AGENCY AMASSES OVER 1,000 CLIENTS ACROSS SPORTS,  
ENTERTAINMENT, MEDIA, TECHNOLOGY, AND LIFESTYLE SECTORS IN  
SIX YEARS SINCE INCEPTION***

**NEW YORK – DEC. 9, 2024:** Elevate, an award-winning, full-service consulting firm supporting high-performing organizations in sports and beyond, announced today that it has added hospitality leader, Levy, to its ownership team. Levy joins the San Francisco 49ers, Arctos, Harris Blitzer Sports & Entertainment, and Velocity Capital Management to drive continued innovation for the world’s most ambitious organizations across sports, entertainment, media, technology, gaming, lifestyle, and consumer sectors.

Elevate has concurrently announced the appointment of new Board Members, Andy Lansing (CEO of Levy) and David Abrams (Co-Founder and Managing Partner, Velocity Capital Management). Elevate’s existing Board of Directors includes Al Guido (Chairman | CEO of Elevate and President, San Francisco 49ers), Jed York (CEO, San Francisco 49ers), Chad Hutchinson (Partner, Arctos), and Scott Krase (Partner, Bolt Ventures).

In the six years since its inception, Elevate has supported a global client roster of more than 1,000 organizations across sports, entertainment, media, technology, gaming, lifestyle, and consumer sectors with innovative, data-driven, revenue-generating solutions.

“Following record growth in 2024, the announcement of new members to our ownership group, and the appointment of new Board Members, our intentions are to remain aggressive and poised for strategic opportunities that align with our focus on sports, entertainment, media, and technology,” said Al Guido, Chairman and CEO of Elevate. “This new foundation will empower us to take bold steps beyond our current client ecosystem and into the greater, global marketplace.”

“We strongly believe that the best work is done by the nicest people, and we absolutely adore, admire and appreciate Al and the Elevate leadership team,” said Andy Lansing, CEO of Levy. “This is a perfect partnership because it allows us to remain focused on what we’re really good at, and where our passion lies, while extending our bench through strategic collaboration.”

“I am proud to have been part of the Elevate family since its inception and Velocity’s significant ownership stake increase in the company is a testament to our confidence in the entire leadership team,” said David Abrams, Founder and Managing Partner of Velocity Capital Management. “We believe our new partnership with Texas Permanent School Fund Corporation will provide Elevate with additional capital and resources to remain an industry leader by providing a differentiated product offering to its clients as the disruption in the sports and entertainment ecosystem accelerates.”

In 2025, Elevate will open new headquarters locations in New York City, London, and Nashville; and notably, a new presence in Chicago, in partnership with Levy. The agency of more than 300 employees operates offices in 14 countries across four continents, including Salt Lake City, Munich, Milan, Hong Kong, Singapore, Sydney, and more. The expansion follows a 2024 calendar year, which saw the agency

make three acquisitions in the areas of executive search and global talent advisory; premium experiential hospitality; and global brand consulting and activation.

### **About Levy**

The disruptor in defining the sports and entertainment hospitality experience, Levy is recognized as the market leader and most critically acclaimed hospitality company in its industry. Levy has twice been named one of the 10 most innovative companies in sports by Fast Company magazine, and has been honored by Forbes as a Best Large Employer, Best Employer for Diversity, and Best Employer for Women. Levy's diverse portfolio includes award-winning restaurants; iconic sports and entertainment venues, zoos and cultural institutions, theaters and music festivals, and convention centers; as well as the Super Bowl, Grammy Awards, US Open Tennis Tournament, Kentucky Derby, Coachella and Stagecoach Music Festivals, and NHL, MLB, NBA, NFL, and MLS All-Star Games. For more, visit [levyrestaurants.com](http://levyrestaurants.com) or follow us on [LinkedIn](#), [Instagram](#), and [X](#).

### **About Elevate:**

Elevate is an award-winning, full-service consulting firm supporting high-performing organizations in sports and beyond with innovative, data-driven, revenue-generating solutions. Elevate's unparalleled combination of agency and operating experience, along with proprietary technology solutions, data sources, and software products, maximizes efficiencies in Consumer Insights, Research, Strategy and Analytics; Brand Consulting and Activation; Partnership Sales and Consulting; Executive Talent Strategy, Recruitment, Performance, and Organizational Optimization; Creative Consultancy and Experiential Design; Property, Premium Hospitality, and Ticketing Strategy and Sales; Feasibility and Revenue Consultation for New and Renovated Venues; and more. Established in 2018 to provide comprehensive solutions to organizations across the global sports and entertainment ecosystem; today, the agency supports over 1,000 of the world's most ambitious organizations across sports, entertainment, media, technology, gaming, lifestyle, and consumer sectors. For more information, follow Elevate Experiences on [Instagram](#) and [TikTok](#) and Elevate on X ([@OneElevate](#)), [LinkedIn](#), and [Instagram](#).

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