PRIME LEDGER

Sports Franchise Tokenization: Unlocking Value for Fans & Owners

Imagine owning a piece of a Major League Baseball team as easily as buying a jersey or raising capital for a new Ice Hockey arena without relying solely on billionaire backers.

That's the promise of **Sports Franchise Tokenization.**
Tokenization divides professional sports teams and their assets into digital "tokens"—each representing a slice of ownership or revenue share, like a digital stock.

This creates massive benefits for *franchise* owners and fans alike.

For Franchise Owners & Leagues: A Better Way to Raise Capital

Global Capital Access

Tap into a worldwide pool of fans and investors, transcending geographical boundaries and traditional ownership group limitations. Ongoing liquidity and pathway to monetize existing or long standing investment.

Fan Engagement & Ownership

Empower loyal fans to participate as actual owners, deepening emotional investment and democratizing sports franchise equity.

Smart Efficiency

Streamline fundraising for stadium projects, reduce administrative overhead for minority partners, and enhance transparency through blockchain technology.

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For Investors (Token buyers): Directly own a piece of the team you love

Old Way

- Need billions to invest (Exclusive to the ultra-high-net-worth)
- Money locked for years
- Limited to “who you know”
- Quarterly paper reports

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Tokenization

- Invest small amounts (Accessible to the average fan)
- Instant liquidity via trading
- Global trophy assets (Secondary markets)
- Real-time dashboards & fan perks
- Global trophy assets (Top tier MLB, NHL & NFL teams)

Real-World Use Cases



The Baseball Franchise

A historic baseball team is fractionalized into 1,000,000 tokens. Investors (fans) buy tokens representing a share of the team's ticketing revenue and merchandise sales, regardless of their net worth.



The Hockey Expansion

A group bringing a new hockey franchise to a city tokenizes 30% of the team equity to fund the expansion fee. Instead of one large anchor investor, they receive capital from thousands of local fans, who each receive a share of the team's future profits.



The “Stadium District” Portfolio

A sports holding company focuses on purchasing the "mission-critical" real estate and entertainment districts surrounding major arenas. The real estate is tokenized to provide liquidity. Investors in these tokens receive distributions generated by the net operating income of the stadium concessions, parking, and surrounding retail.

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