

**THE 2.4-ACRE SPORTS
ENTERTAINMENT CAMPUS ON LAS
VEGAS BOULEVARD INCLUDES THE
COSMO IMMERSIVE SPORTS
EXPERIENCE, FANATICS FAN
EXPERIENCE, AND FLAGSHIP WEST
COAST STORE.**

Property Information

- ▶ Sale Price: \$14,000,000
- ▶ Acres: +/- 2.4 Acres
- ▶ Zoning: Hard Zoned H-1 Limited Resort and Apartment District
- ▶ 301 ft of frontage on the Las Vegas Strip.
- ▶ Directly across from the Mandalay Bay Convention Center and next door to McCarran International Airport. The property is less than 1/2 mile to the Allegiant Stadium, host to the Las Vegas Raiders NFL team. This new stadium will also host world-class events including college football games, big-name concerts, major UFC fights, soccer matches, and political events. The property is a prime location for luxury high-rise condominiums with the greatest of strip views. Located just north of the famous "Welcome to Las Vegas" sign.
- ▶ Located in a Qualified Opportunity Zone.



RUSSELL ROAD

LAS VEGAS BOULEVARD

MANDALAY BAY

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1. Cosmo Immersive Sports Zone

Location: Central focal point of the property to draw visitors.

Features:

1. 360 Degree Projection Dome: Host live games or exclusive content in a space where visitors feel part of the action.
2. VR/AR Experience Zones: Users can “step onto” iconic fields or courts in virtual reality.
3. Interactive Stat Zone: Real-time data and analytics displayed on large interactive screens.
4. Cosmo Lounge: High-end sports bar experience with immersive screens on walls and tables.

2. Fanatics Shop

Location: Prime street-facing access to draw retail traffic.

Features:

1. Merchandise Hub: Partner with major sports leagues to feature exclusive Las Vegas and team-branded merchandise.
2. Custom Apparel Stations: On-demand customization for jerseys and other apparel.
3. Augmented Reality Fitting Rooms: Allow customers to “try on” team outfits via AR.

3. Interactive Sports Arena

Location: Adjacent to the Cosmo Immersive Sports Zone.

Features:

1. Simulated Sports Experiences: Batting cages, golf simulators, and soccer penalty shots with leaderboard displays.
2. Esports Lounge: State-of-the-art gaming area for live events, tournaments, and gaming simulations.
3. VIP Booths: Private areas where groups can watch and interact with games or experiences.

4. Outdoor Viewing & Event Space

Location: Positioned toward the main boulevard, creating an inviting open-air area.

Features:

1. Jumbotron: Outdoor screens for game viewing and events, with plenty of seating.
2. Food Truck Plaza: Rotating lineup of sports-themed food trucks.
3. Fan Pit: Standing room space close to the screen for an exciting, stadium-like atmosphere.

5. Sports Hall of Fame Walk

Location: Along a walking path or central avenue.

Features:

1. Interactive Exhibits: Showcasing iconic sports memorabilia and achievements.
2. Photo Ops: Life-sized athlete statues or interactive backdrops.

6. F1 Exhibition

Location: Along a walking path or central avenue.

Features:

1. Interactive Exhibits: Showcasing iconic F1 cars, memorabilia and achievements.
2. Photo Ops: Life-sized racers statues or interactive backdrops.



Event Hosting:

- Create opportunities for fan meet-and-greets and signing events.

Diverse Products Range:

- Offering exclusive merchandise, allowing fans to feel connected to their teams.



Interactive Display:

- Engage visitors with augmented reality features and virtual try-ons.



Additional Fan-Focused Features: Engaging Visitors

1

Interactive Zones

Designated areas for fans to engage through games and contests.

2

Food and Beverage Options

Gourmet concessions designed to enhance the overall sports viewing experience.

3

Viewing Platforms

Outdoor areas with screens for enjoying live events in a social environment.



Immersive Sports Experience: Captivating Visitors

1

Virtual Reality Experiences

Interactive VR systems allowing fans to simulate being part of the game.

2

Augmented Reality Features

Bring games to life with AR integrations enhancing spectator enjoyment.

3

Live Sports Viewing

High-definition displays provide an unparalleled live viewing experience.



Designing for the future: Flexibility and Adaptability

Modular Spaces

Flexible areas accommodating various events, from sports to concerts.

Sustainable Practices

Incorporating eco-friendly materials and energy-efficient systems.

Technology Integration

Seamless tech setups for live events, ensuring a top-tier experience.



Monetization Strategies: Maximizing Revenue Potential

Ticket Sales

Dynamic pricing models to optimize sales for events.

Regular promotions to attract a variety of fans.

Merchandising

Exclusive products enhancing brand partnership opportunities.

Seasonal collections driving repeated interactions.

Food & Beverage

Unique dining experiences, leveraging local cuisine.

Cross-promotion with sports teams for themed menus.

































Neighbor to the Allegiant Stadium

- ▶ The Las Vegas Raiders are a highly popular sports team in Nevada, bringing a strong fan base and a sense of excitement to the region.
- ▶ The Allegiant Stadium is a landmark venue hosting major events, attracting tourists and residents alike. It's a hub for entertainment and community gatherings.
- ▶ Your investment in this location will benefit from the stadium's proximity and the vibrancy it brings to the surrounding area.

1/2 mile

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