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.



1. Cosmo Immersive Sports Zone

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

- 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-andgreets 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

Interactive Zones

Designated areas for fans to engage through games and contests.

Food and Beverage Options

Gourmet concessions designed to enhance the overall sports viewing experience.

Viewing Platforms

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



Immersive Sports Experience: Captivating Visitors

1

2

Virtual Reality Experiences

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

Augmented Reality Features

Bring games to life with AR integrations enhancing spectator enjoyment.

Live Sports Viewing

High-definition displays provide an unparalleled live viewing experience.



3

Designing for the future: Flexibility and Adaptability

Modular Spaces

Flexible areas accommodating various events, from sports to concerts.

Sustainable Practices

Incorporating ecofriendly materials and energy-efficient systems.

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





Ticket Sales

Dynamic pricing models to optimize sales for events.

Regular promotions to attract a variety of fans.

Merchandising

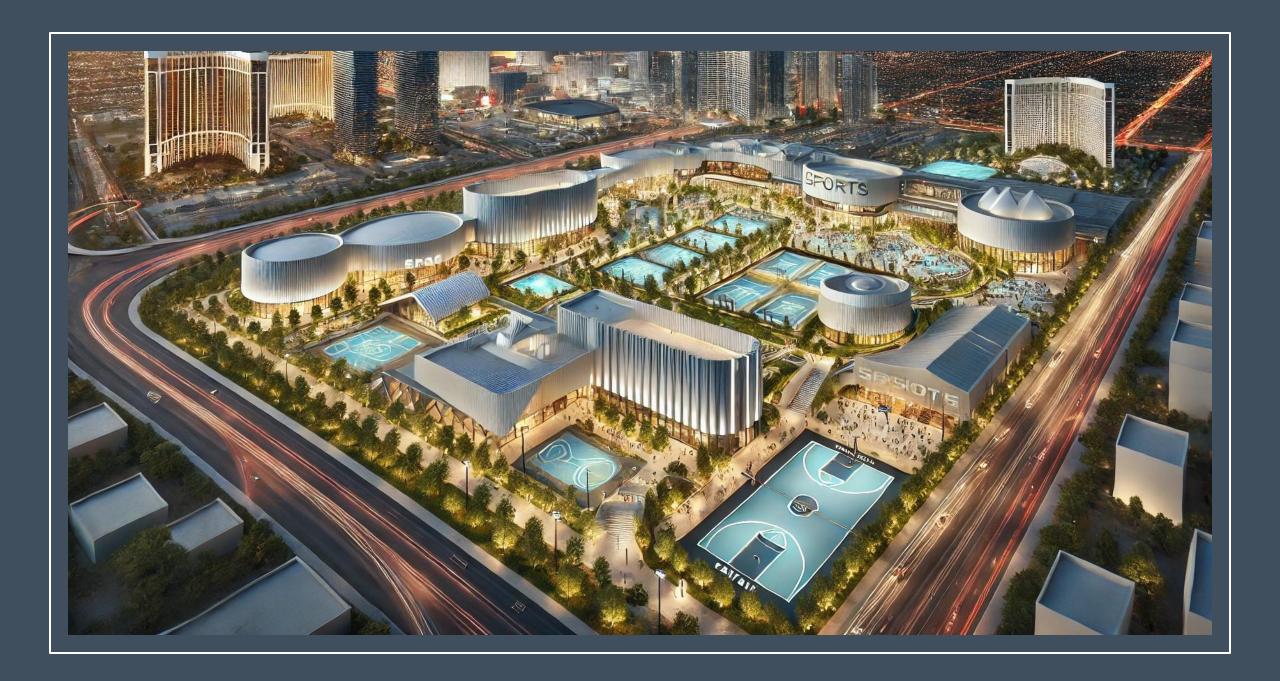
Exclusive products enhancing brand partnership opportunities.

Seasonal collections driving repeated interactions.

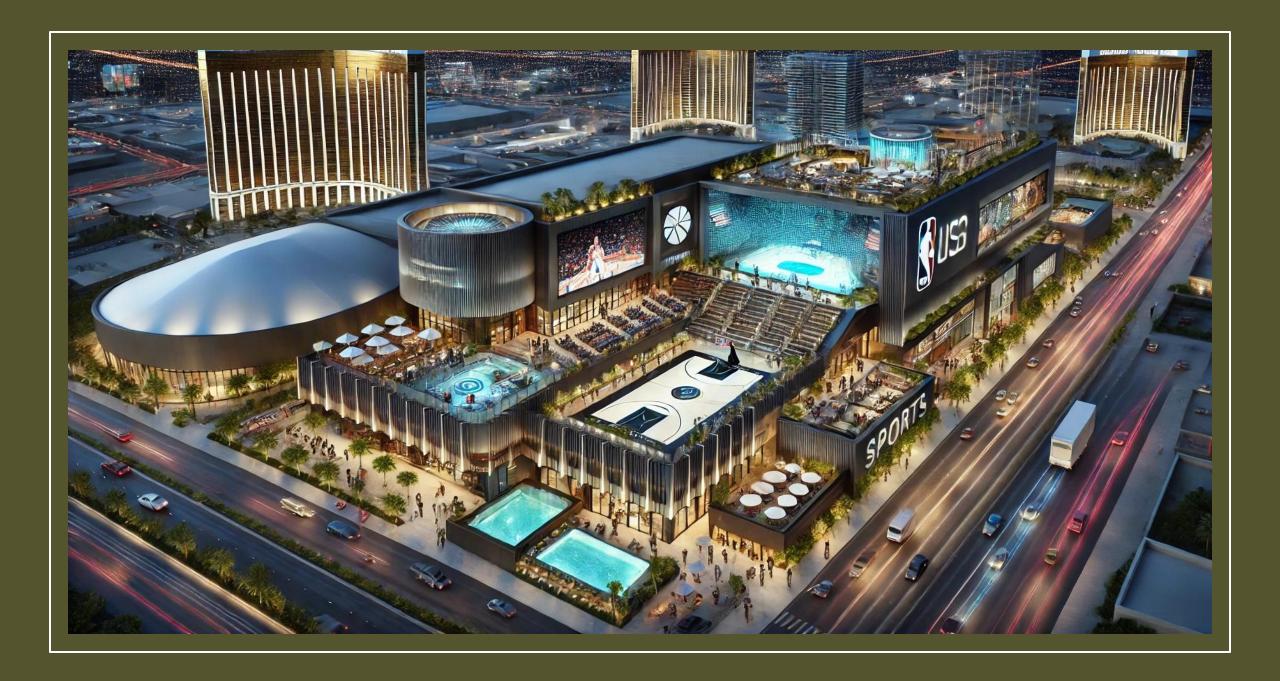
Food & Beverage

Unique dining experiences, leveraging local cuisine.

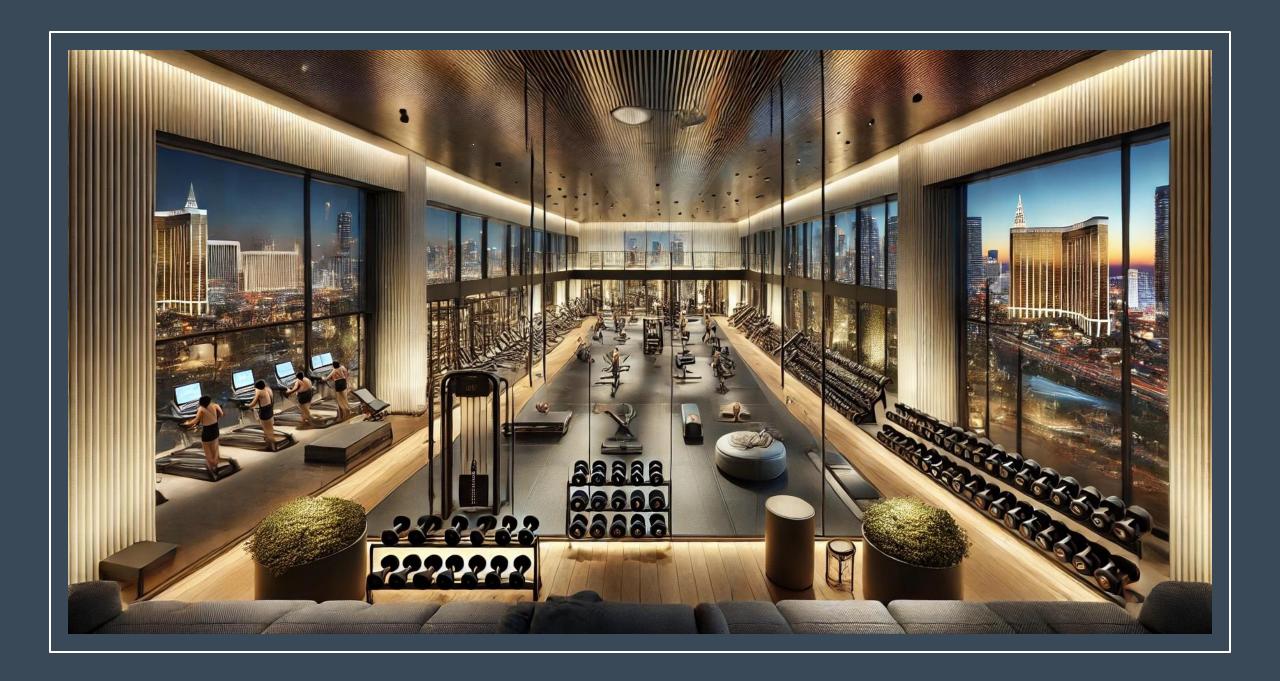
Cross-promotion with sports teams for themed menus.

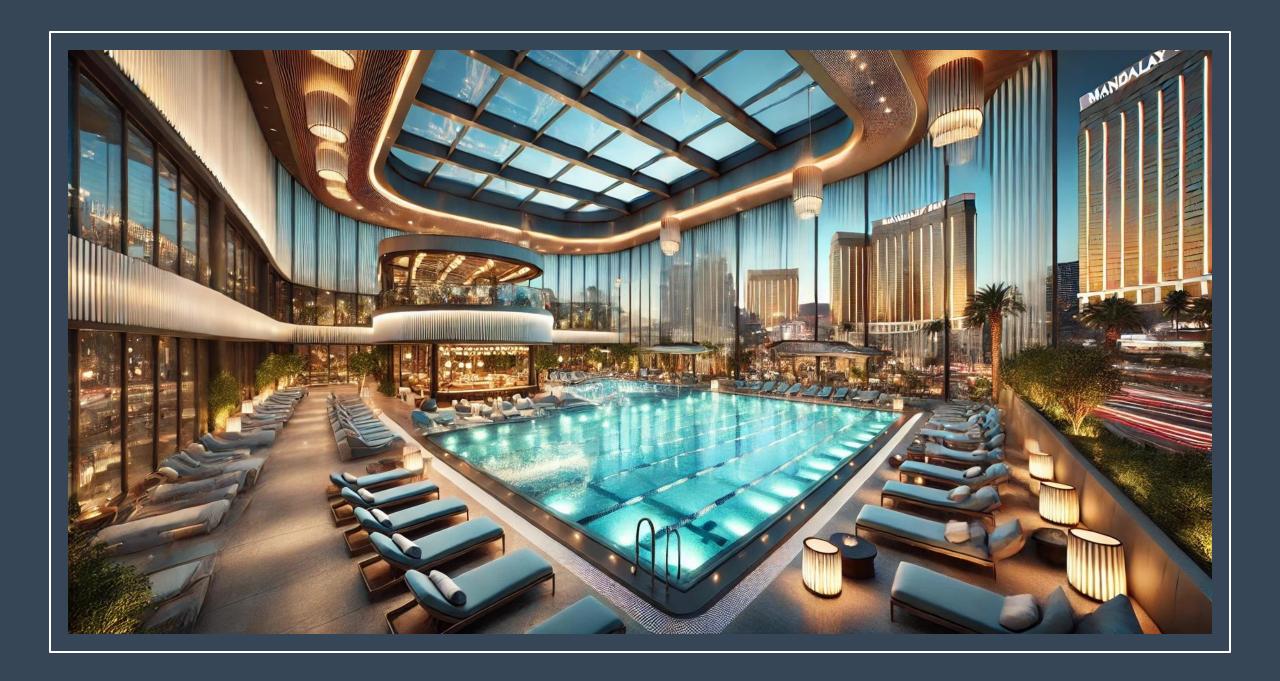


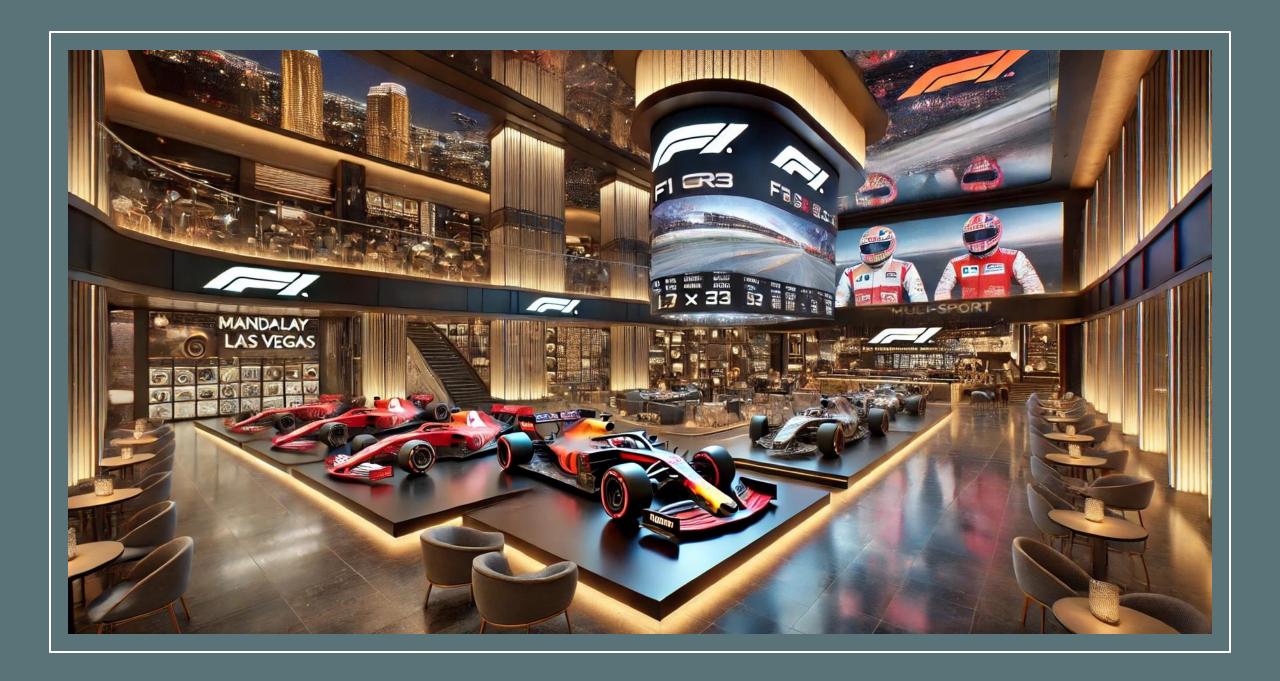






























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