



# SPHERE, THE NEXT-GENERATION ENTERTAINMENT VENUE, NAMED THE NEW YORK KNICKS OFFICIAL JERSEY PATCH PARTNER

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## NEW PARTNERSHIP UNITES TWO GLOBALLY RECOGNIZED BRANDS WITHIN THE MSG FAMILY OF COMPANIES

NEW YORK and LAS VEGAS, Oct. 24, 2023 /PRNewswire/ -- Madison Square Garden Sports Corp. (NYSE: MSGS) announced today a new partnership with Sphere Entertainment Co. (NYSE: SPHR), naming Sphere, the next-generation entertainment venue that opened last month in Las Vegas, the Official Jersey Patch Partner of the New York Knicks, one of the most storied franchises in sports.

"The MSG family of companies has an unrivaled portfolio of premium assets, and we are committed to ensuring that the strength of our brands and unique global reach continue to benefit one another in powerful ways," said David Hopkinson, President & COO, MSG Sports, who oversees global marketing and brand partnerships across the MSG family of companies. "This pairing brings together two globally-recognized brands – a revolutionary new venue that is literally changing the way people experience live entertainment, and one of the most recognized franchises in professional sports – to create an innovative partnership at the intersection of sports and entertainment."

Beginning when the Knicks take on the Boston Celtics at Madison Square Garden on Wednesday, October 25 to tip off their 2023-24 season, the Sphere logo will appear on all Knicks game jerseys, during both home and away games. Additionally, the Sphere logo will be on Knicks practice jerseys, Knicks warm-up shirts and on Knicks jerseys sold at Madison Square Garden's in-arena retail locations, as well as on [Shop.MSG.com](https://www.shop.msg.com).

Sphere is a next-generation entertainment medium that is redefining the future of live entertainment. The venue is powered by cutting-edge technologies that ignite the senses and enable audiences to share experiences at a never-



before-seen scale. Sphere opened on September 29 with the first of 36 performances of "U2:UV Achtung Baby Live At Sphere." The Sphere Experience, a two-part multisensory experience featuring Darren Aronofsky's Postcard from Earth, debuted at the venue on October 6.

For photo assets, please **click here** . Credit is MSG Sports / Sphere Entertainment.

### About Madison Square Garden Sports Corp.

Madison Square Garden Sports Corp. (MSG Sports) is a leading professional sports company, with a collection of assets that includes the New York Knicks (NBA) and the New York Rangers (NHL), as well as two development league teams – the Westchester Knicks (NBAGL) and the Hartford Wolf Pack (AHL). MSG Sports also operates a professional sports team performance center – the MSG Training Center in Greenburgh, NY. More information is available at [www.msgsports.com](http://www.msgsports.com).

### About Sphere Entertainment Co.

Sphere Entertainment Co. is a premier live entertainment and media company. The Company includes Sphere, a next-generation entertainment medium powered by cutting-edge technologies to redefine the future of entertainment. The first Sphere venue opened in Las Vegas in September 2023. In addition, the Company includes MSG Networks, which operates two regional sports and entertainment networks, MSG Network and MSG Sportsnet, as well as a direct-to-consumer and authenticated streaming product, MSG+, delivering a wide range of live sports content and other programming. More information is available at [sphereentertainmentco.com](http://sphereentertainmentco.com).

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