

Sphere and Lyft Announce Multi-Year Partnership, Naming Lyft an Official Rideshare Partner of the Venue

2026-09-16

LAS VEGAS--(BUSINESS WIRE)-- Sphere Entertainment Co. (NYSE: **SPHR**) and Lyft (Nasdaq: **LYFT**) announced today a multi-year marketing partnership, naming Lyft as an official rideshare partner of Sphere. The partnership provides Lyft with premier brand integrations and visibility across Sphere's ecosystem, such as in-venue digital signage and out-of-venue signage, a dedicated Lyft pickup and drop-off zone within Sphere's rideshare lot and in-app wayfinding.

"At Sphere, we welcome guests from around the world, offering brands unparalleled opportunities to connect with a global audience," said Marcus Ellington, Executive Vice President, Ad Sales and Sponsorships, Sphere. "Lyft has built one of the most widely used rideshare platforms, connecting people to the places and experiences that matter most to them. This partnership provides Lyft meaningful visibility across Sphere's global platform while extending best-in-class services to our guests."

"Sphere is redefining what live entertainment can be, and we want getting there to feel just as extraordinary and joyful to our customers. This partnership puts Lyft at the center of that journey from the moment someone requests a ride to the moment they walk through Sphere's doors, we're focused on making it seamless, safe, and genuinely exciting. Las Vegas is one of Lyft's most active markets for live entertainment and event travel, and Sphere is exactly the kind of iconic, high-demand destination where we want to show up at our best. We're proud to bring operational excellence to Sphere Las Vegas, one of the most iconic venues in the world," said Jordan Glassberg, VP of Partnerships, Lyft.

As an official rideshare partner, Lyft will receive brand exposure at Sphere during live residencies, Sphere Experiences, and brand and marquee events. This includes in-venue IPTV placements and prominent exposure on exterior venue signage including within the rideshare lot at Sphere, providing high-impact opportunities to engage

with audiences both inside and outside the venue.

About Sphere Entertainment Co.

Sphere Entertainment Co. is a leader in immersive experiences, technology and media. The Company includes Sphere, an experiential medium powered by advanced technologies. The first Sphere opened in Las Vegas, with plans also announced for Sphere venues in Abu Dhabi and National Harbor. 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 www.sphereentertainmentco.com.

About Lyft

Whether it's an everyday commute or a journey that changes everything, Lyft is driven by our purpose: to serve and connect. Founded in 2012, Lyft has grown into a global mobility platform offering a mix of rideshare, taxis, private hire vehicles, executive chauffeur services, car sharing, bikes, and scooters across six continents and thousands of cities. Millions of drivers have chosen to earn on billions of rides - helping to create a more connected world, with transportation options for everyone.

Sphere Entertainment – spherepr@thesphere.com

Lyft - press@lyft.com

Source: Sphere Entertainment Co.