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PRESS RELEASE: LEGENDS GLOBAL CHARTS BOLD PATH FOR THE FUTURE OF LIVE SPORTS AND ENTERTAINMENT

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Legends and ASM Global have officially united as Legends Global, creating the premier partner to the world's greatest live events, venues, and brands. Building on Legends' acquisition of ASM Global in August 2024, the company delivers an unrivaled, fully integrated solution of premium services with a white-label approach.

The comprehensive services of Legends Global cover the entire lifecycle of venues and events: feasibility and consulting, owner's rep, sales, partnerships, venue management, hospitality, merchandise, and content and booking. Together, its network encompasses more than 450 venues worldwide, hosting 20,000 events and entertaining over 165 million guests annually across sports, music, entertainment, attractions, and conventions and leisure.

"Legends Global is uniting with a shared commitment to excellence and with one clear focus: delivering world-class experiences at unmatched scale and quality for our partners," said Dan Levy, CEO of Legends Global. "Our global network, expertise, and passion for bringing people together allow us to serve our partners and their guests with seamless execution

aspect of the fan experience, positioning the company as a trusted leader uniquely suited to drive innovation and growth in the global live entertainment industry.

Legends Global is partnered with many of the world's most prominent venues, teams, and properties including Real Madrid, SoFi Stadium in Los Angeles, Dallas Cowboys, New York Yankees, FC Barcelona, Chelsea FC, University of Notre Dame, Ryder Cup, ICC Sydney Convention Center, Caesars Superdome in New Orleans, Avicii Arena in Stockholm, Coca-Cola Arena in Dubai, OVO Arena Wembley in London, Soldier Field in Chicago, AO Arena in Manchester, Moscone Convention Center in San Francisco, Kai Tak Sports Park in Hong Kong along with global leagues and properties including LA28 Olympics, NFL, MLB, NASCAR, and PGA of America.

The expansive network of the newly combined entity enables Legends Global to create next-generation fan experiences by leveraging emerging technologies, harnessing the power of its global expertise and experience. The company is committed to becoming the most tech-forward, data-rich business in the sports and entertainment industry.

The company boasts nearly 100,000 employees globally led by a world-class executive team with unmatched experience, including Brett Parker, president and chief financial officer; Chris Bray, president of Europe; Chad Estis, executive vice president and chief revenue officer; Tom Funk, president of hospitality; Chris Hibbs, president of partnerships; Harvey Lister, chairman and CEO of APAC and MENA; Mike Ondrejko, president of sales; Doug Thornton, president of North American venues; and Ben Wrigley, president of CSL. With operations across Africa, Asia, Europe, Oceania, and North and South America, Legends Global delivers the benefits of global scale with unparalleled local expertise.

Sixth Street, a leading global investment firm with over \$115 billion in assets under management, is the majority investor in Legends Global in partnership with YGE Holdings, LLC, an affiliate of the New York Yankees, and Jones Concessions LP, a Jerry Jones family company.

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