CROSS-EVENT VALIDATION • THE OPEN-PERIMETER PENALTY

Closed Stadium vs. Open Street Grid: Sponsorship ROI & Leverage Matrix

Benchmarks Official Partner AI-SOV across gated venue control (US Open Tennis: 750-trace sweep, N=573 brand-bearing responses) versus an open public corridor (F1 Las Vegas T-30 vs. T-0 Complete, N=360) to isolate structural leakage and sponsor countermeasures.

RIGHTS CATEGORY	CLOSED STADIUM (US Open)	OPEN STREET GRID (F1 Vegas T-0)	PERIMETER DELTA	STRUCTURAL DRIVER (WHY IT MOVES)	SPONSOR LEVERAGE PLAY
On-Site VIP Suites & Viewing	100%	32%	-68 pts SIGHTLINE LEAKAGE	Stadium sightlines point inward with gated exclusivity; street circuits run past adjacent Strip towers (including zero-fee non-partners like Resorts World) that capture 68% of track-view recommendations.	Price the Open-Perimeter Tax: Audit category AI-SOV before renewal to discount shared/exposed suite rights or mandate co-branded AEO.
Functional Fan Utility	71%	60%	-11 pts PERIMETER-PROOF MOAT	Uncopyable attendee utilities (Amex match/race radios and lounges; Chase perks; T-Mobile 5G Sphere Zone) cannot be replicated by rival venues across the street.	Shift Signage into Utility: Reallocate passive LED board spend into exclusive physical or digital utilities that fans must query AI to access.
Beverage & Signature Rituals	60%	72%	+12 pts SEMANTIC LOCK-IN	Heineken Silver fused its brand into the event title and viewing infrastructure (Silver Stage and Grandstands), outperforming even Grey Goose's iconic Honey Deuce ritual (38% individual beverage share at US Open).	Own Functional Venue Nouns: Negotiate naming rights over stages, grandstands, entry gates, and signature rituals so AI cannot give directions without naming your brand.
Host-City Hotels & Dining	27%	40%	+13 pts OFF-PREMISE DILUTION	Outside Flushing Meadows gates, sole hotel partner IHG loses 73% to NYC hotels; Founding Partner MGM anchors the Las Vegas Strip corridor (40% race weekend, down from 43% pre-race) while splitting the remaining 60% across shared-tier co-sponsors (Caesars, Wynn, and Strip co-partners) and rivals.	Defend Shared Tiers Early: Pair physical corridor proximity with dedicated event-week booking hubs to stand out inside multi-partner tiers.
SUPPLY-CHAIN DIAGNOSTIC					
Aggregator Citation Reliance	6%	50%	+44 pts SUPPLY-CHAIN RISK	Outside stadium turnstiles, answer engines outsource race-weekend discovery to TripAdvisor and OpenTable (50%, up from 41% pre-race) ahead of official race domains (26%), routing traffic to non-sponsors.	Syndicate at T-60: Push structured sponsor packages and dining inventory into OpenTable, Resy, Viator, and TripAdvisor 60 days pre-event.

THE CMO DEAL-TABLE RULES

FENCE BOUNDARY
Sponsorship contracts only guarantee exclusivity inside gated turnstiles; open corridors require algorithmic defense.

UTILITY BEATS SIGNAGE
Financial and telecom brands (Amex, Chase, T-Mobile) hold 60% to 71% share anywhere by owning functional fan tools.

T-60 CITATION WINDOW
Street-circuit and host-city sponsors must seed third-party travel directories 60 days before opening night.

Source: Culture Signal AI Syndicated Answer Engine Audit (culturesignal.ai)

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