ANNOUNCEMENTS | 11.28.2022

Spectrum Equity Leads $35M Series A Growth Investment in SponsorUnited

Choate represented Spectrum Equity as lead investor in a $35M Series A growth investment in SponsorUnited, the leading global sports and entertainment intelligence platform. SponsorUnited is used by 2,900 brands and properties (IP rights holders) to successfully identify, evaluate and execute marketing partnerships. The minority investment will be used to continue to accelerate innovation and build upon the company's category-leading insights and technology, meeting surging demand for greater intelligence in marketing partnerships.

Brian P. Lenihan
Partner

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Partner

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Principal

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