

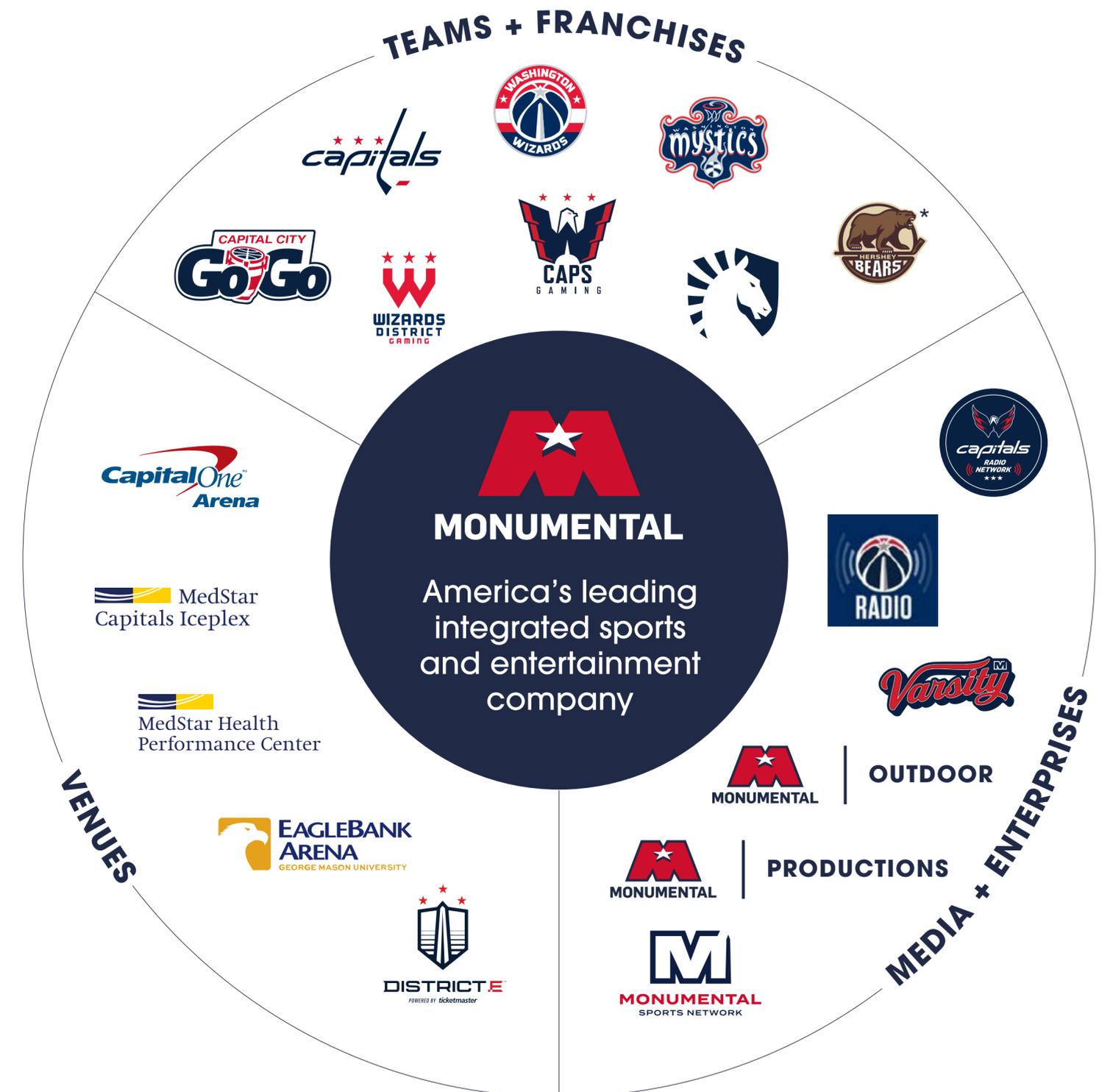


# Monumental Sports & Entertainment 2025 Annual Report



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\*AHL affiliate of the Washington Capitals

# A Message from Ted Leonsis

Looking back on 2025, it will be remembered as a year of defining moments for Monumental. It is important that we recognize the tremendous work we have accomplished across the enterprise, to honor our progress and remain inspired as we embark on another exciting year ahead.

## CAPITAL ONE ARENA TRANSFORMATION

A little over one year ago, we unveiled detailed renderings that brought our vision of a brand-new sports and entertainment district to life. In partnership with the City of D.C., we are building a district that is modern, innovative, and welcoming – a place where culture and community thrive. Capital One Arena sits at the center of that story.

Through the initial phases of the Capital One Arena construction, we've reimagined our premium hospitality spaces, elevated our team facilities, including the best locker rooms across the NBA and NHL, and invested in our back-of-house spaces that are essential to the **220+** live events we host in the building each year.

This is only the beginning. We have two more years to go on the arena transformation, and it is going to be incredible when it is complete.



**WATCH TED'S MESSAGE:**  
[monumentalsports.com/Ted2025](https://monumentalsports.com/Ted2025)

Ted Leonsis speaking at the Nasdaq MarketSite in NYC

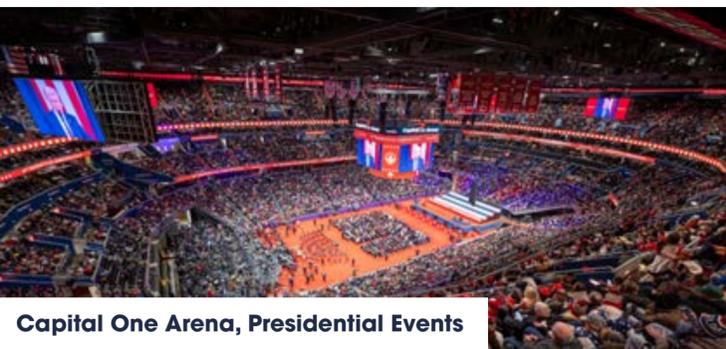
A Message From Ted Leonsis continued

### HISTORIC EVENTS

In 2025, Capital One Arena played host to several historic events. In January, we hosted **back-to-back inaugural events** at Capital One Arena for the White House. I cannot express my awe of the professionalism and poise demonstrated by our arena and live events team, who executed two historic events on days' notice and delivered an experience recognized on the global stage.

In February, we joined forces with U.S. Figure Skating and Entertainment Gang to announce **Legacy on Ice**, a live figure skating tribute that would honor the 67 lives lost in the tragic aviation accident at Reagan Airport and provide support to their families and loved ones, and the first responders. The event brought together more than **15,000** supporters and raised over **\$1.3 million**.

Also etched into Capital One Arena's record books will be the hosting of the iconic **John Cena's** final WWE match. We will continue to bring world-renowned talent to our nation's capital.



Capital One Arena, Presidential Events

### OUR TEAMS

This year, our teams and athletes continued to raise the game and strive for success.



During the **Capitals'** historic 50th anniversary season, we had a front row seat to greatness as **Alex Ovechkin** completed the 'Gr8 Chase' by scoring his 895th career goal on April 6 to pass Wayne Gretzky as the NHL's all-time goals leader. Ovi has cemented his place as a true NHL and D.C. icon, having dedicated his entire career to this team and city. Under the leadership of Brian MacLellan, Chris Patrick, and Jack Adams Award recipient, Spencer Carbery, young players and veterans drove the team forward and advanced to the second round of the playoffs in front of loyal fans that took in every moment. Our fans shattered viewership records on Monumental Sports Network, further demonstrating the Caps' deep cultural impact on the DMV and the unwavering dedication of our Caps fanbase. We're incredibly proud of our players, coaches, staff, and front office for their efforts. The Capitals have secured a spot in the playoffs in 16 of the last 18 seasons, proving why they remain one of the NHL's most resilient and dynamic franchises. With a strong mix of seasoned veterans and emerging talent, the future looks bright, and we are optimistic about what's ahead.



The **Wizards'** young core continued to make headlines for their combination of youth, development, and record-setting performances last season. Alex Sarr was named to the NBA All-Rookie First Team, while guard Bub Carrington earned All-Rookie Second Team honors. For the first time in league history, three rookies from the same team—Sarr, Carrington, and Kyshawn George—each connected on 100+ three-pointers, underscoring the young core's historic combination of talent, versatility, and shooting range. Additionally, Wizards sophomore Bilal Coulibaly, as well as rookies Alex Sarr and Bub Carrington, were selected to the 2025 Castrol Rising Stars roster as part of NBA All-Star Weekend 2025 in San Francisco. It was the first time in franchise history that Washington has sent three players to the Rising Stars game. The exciting future of this team is evident in the resilience and passion poured into their on- and off-court performance.

Alex Ovechkin completed the 'Gr8 Chase' by scoring his 895th career goal



The **Mystics'** 2025 season was also historic, highlighted by the record-breaking performances of Sonia Citron and Kiki Iriafen, a pair of standout rookies who quickly emerged among the league's brightest young stars. Sonia and Kiki were named reserves for the 2025 AT&T WNBA All-Star Game, marking just the second time in league history, and the first time since 1999, that rookie teammates have been selected as All-Stars. They are also the first set of Mystics teammates to both receive WNBA All-Rookie Team honors. We are so fortunate to have young talent pushing the women's sports movement forward here in D.C.

A Message From Ted Leonsis continued

**THE NETWORK**

Monumental Sports Network has experienced tremendous success in terms of growth and innovation. In the 2024-2025 season, the Network aired close to **500** games – an all-time high – across several leagues including the NBA, NHL, WNBA, NBA G League, NWSL, Major League Rugby, and NCAA. We launched several new fan engagement features: Monumental Game Center, Spanish language and expanded alternate broadcasts, and several new original programs. Capitals viewership increased **37%** compared to last season, Wizards viewership rose **6%** YoY, and Mystics viewership rose **46%** YoY in 2025. The Network’s efforts did not go unnoticed. We won dozens of industry awards, including **12** Capital Emmy honors, Cynopsis Sports’ Media Company of the Year, and Hashtag Sports’ Broadcast Team of the Year.

**WELCOMING NEW EXECUTIVE TALENT**

As part of our continued growth journey, it was critical that we identify and recruit elite executive talent to elevate our leadership team. In March, we welcomed **AJ Jones II** on board as Chief Strategic and Corporate Communications Officer, to help shape our corporate narrative, streamline our stakeholder communication, and oversee the advancement of MSE’s corporate growth strategies. This fall, **Steve Miller** joined our company as Chief Financial Officer to help advance our financial strategy to drive sustainable, long-term growth for our fans, investors, and communities.

**COMMUNITY IMPACT**

Just as significant as our company-wide success is our philanthropic work. In the first year of our youth sports initiative, **District of Play**, we impacted more than **200,000** District residents by refurbishing or building new play infrastructure, donating equipment, subsidizing costs, supporting coaches, and more. We were able to distribute nearly **30,000** basketballs to DCPS students, **build eight new play spaces** across D.C., and **transport over 2,000 children** to rinks for skating and hockey, through a shared commitment to expand access to underserved young athletes. I am always inspired by our steadfast commitment to empowering youth, coaches, and family members through our double bottom line philosophy.

We also continue to make a meaningful impact by partnering with organizations that tackle the most pressing issues in our community. For example, our announcement in November of **\$100,000** in grants to four local nonprofits working to address food insecurity across the Washington, D.C. region adds to the more than **\$2 million** of support the Monumental Sports & Entertainment Foundation has dedicated to organizations fighting food insecurity over the last decade.



John Carlson, Washington Capitals

**MONUMENTAL MILESTONE:**

**~500**

GAMES AIRED BY MONUMENTAL SPORTS NETWORK IN THE 2024-2025 SEASON



District Dribble

During the 2024-25 season, our organization celebrated nearly **\$20 million** in philanthropic giving across the region — including record-setting seasonal support through the Foundation and the Leonsis family. That is something we should all take pride in.

I look back on this year with pride, carrying forward a fresh perspective and purpose to build upon in 2026. To our fans, employees, corporate partners, and the communities we serve across the DMV, thank you for being part of Monumental’s journey.

**Ted Leonsis**  
Founder, Chairman, Managing Partner,  
and Chief Executive Officer

# Brand-New Arena Transformation

**MONUMENTAL TRANSFORMATION:**

**\$800M+**

BUILDING TRANSFORMATION TO REIMAGINE CAPITAL ONE ARENA



In 2025, MSE embarked on a multi-year, \$800M+ building transformation to reimagine Capital One Arena, a cornerstone of MSE's broader commitment to revitalize downtown, and align with the District's long-term economic development plan, while positioning the city as a global sports and entertainment destination.

The project will anchor a new Entertainment District inclusive of a Grand Pavilion entrance, an expanded retail corridor, a business and conference center, and state-of-the-art Monumental Sports Network studios. Together, these elements will create a vibrant, all-day destination that supports neighborhood restaurants, retail, and hospitality, while providing a central place for people to gather downtown.



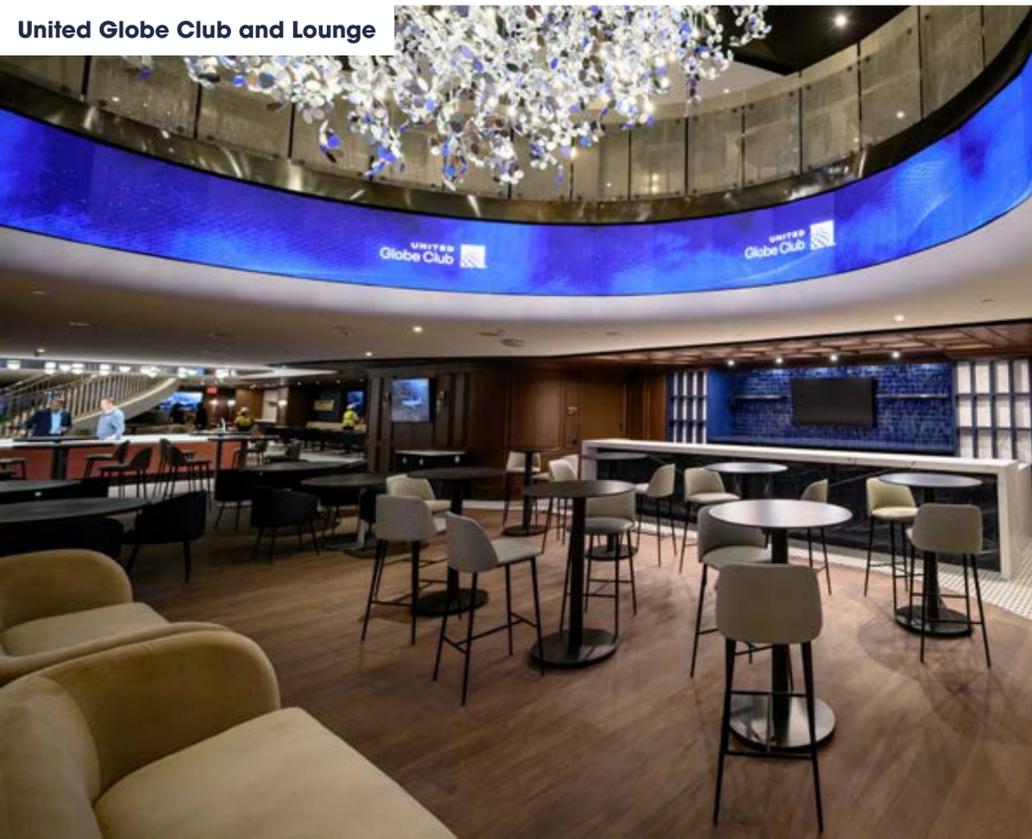
Brand-New Arena Transformation continued



## PHASE ONE (SPRING – FALL 2025)



The initial phase of construction focused on the venue's premium spaces, team facilities, and back-of-house spaces, built to set a new industry-standard and provide a best-in-class experience to MSE's fans and athletes.



United Globe Club and Lounge

### INDUSTRY-LEADING PREMIUM EXPERIENCES

In October 2025, MSE and its official global airline partner, United Airlines, opened the highly anticipated **United Globe Club and Lounge** at Capital One Arena. Designed to deliver unparalleled access, luxury, and service for the arena's most exclusive ticket holders, the state-of-the-art spaces span more than 24,000 square feet across two levels, creating a sophisticated environment just steps from the action.

New at Capital One Arena for the 2025-26 season, the **Lexus Vaults** set a gold standard for luxury across sports and entertainment. The suites offer unmatched proximity to the action and a seamless hospitality journey, including a private VIP entrance, signature mixologist, chef-curated menus, and premier seating. With immersive design and personalized service at every turn, the Lexus Vaults deliver an elevated experience that reflects the highest level of elegance and craftsmanship.

New this season for premium passholders, through the utilization of industry-forward technology from *Fortress*, guests of the Lexus Vaults and United Globe Club will experience an expedited entry process through new ticket scanning implementation.

### TEAM SPACES

MSE is committed to providing its athletes with world-class facilities, a unified effort to build championship-caliber franchises that begins with preparation away from the game. At the start of the 2025-26 season, both the Capitals and Wizards unveiled fully reimagined, state-of-the-art locker rooms and player spaces at Capital One Arena. Each team's new footprint is **more than twice** the size of its previous accommodations and includes premier amenities designed to support athlete preparation, performance, and recovery.

The **Capitals** space includes custom-built ergonomic lockers, recovery and performance facilities, an integrated video and analytics hub, and on-site equipment optimization. The **Wizards** locker room also includes state-of-the-art player spaces, a private player dining lounge and team kitchen, connected recovery facilities, and advanced media and analytics integration. Both spaces feature a new dedicated 'hype zone' to create a dynamic, energy-inducing arrival sequence for players as they enter the arena bowl for gameplay.



Capitals new film room



Wizards new locker room

Brand-New Arena Transformation continued

**EXPANDED PARTNERSHIPS**

Monumental has partnered with industry-leading brands to drive innovation at the brand-new arena through seamless technology, logistical, artistic, and design solutions. To drive the transformation project, MSE signed **three** founding partnerships with **Vanda Pharmaceuticals, United Airlines, and Ticketmaster**, each contributing key value to an unmatched fan experience.



A multi-year partnership with Cisco is powering the technology backbone of MSE's new arena through the creation of the Cisco Command Center, a state-of-the-art hub that will power fan experiences, venue operations, and team performance through integrated data and technology. The Cisco Command Center will serve as the orchestration point for the entire technological operation of the arena. This collaboration not only equips the venue with next-generation connectivity, but also makes Capital One Arena one of the first sports venues in the world to deploy Cisco Wi-Fi 7.



MSE's strategic partnership with dancker will provide integrated furniture, AV technology, and inventory management solutions to enhance how athletes, employees, partners, and fans experience Monumental environments. As part of the partnership, dancker will also become the title sponsor of Capital One Arena's upgraded Players Club lounge, *The dancker Club*.



Through a partnership with Sports & The Arts, MSE acquired original artworks for the *District Arts Collection*, a curated collection that will adorn the innovative new Capital One Arena. This is a one-of-a-kind, museum-quality art collection that celebrates the Washington Capitals, Wizards, and Mystics through originally commissioned artworks created by DMV regional artists.



Monumental continues to innovate and push the fan experience forward through adapting new technology. MSE partnered with *Wicket* to introduce facial recognition ticket scanning for Capitals and Wizards games for the 2025-26 season. *Wicket* technology integrates directly with Ticketmaster, allowing for a seamless entry from street to seat. Future stages will also allow guests to scan into premium spaces and suites.



An expanded partnership with DXC Technology will bring new digital innovation to MSE, elevating the experience for millions of fans. By tapping into DXC's expertise in cloud infrastructure, cybersecurity, enterprise applications, and AI, MSE will deliver smarter, more connected fan experiences.



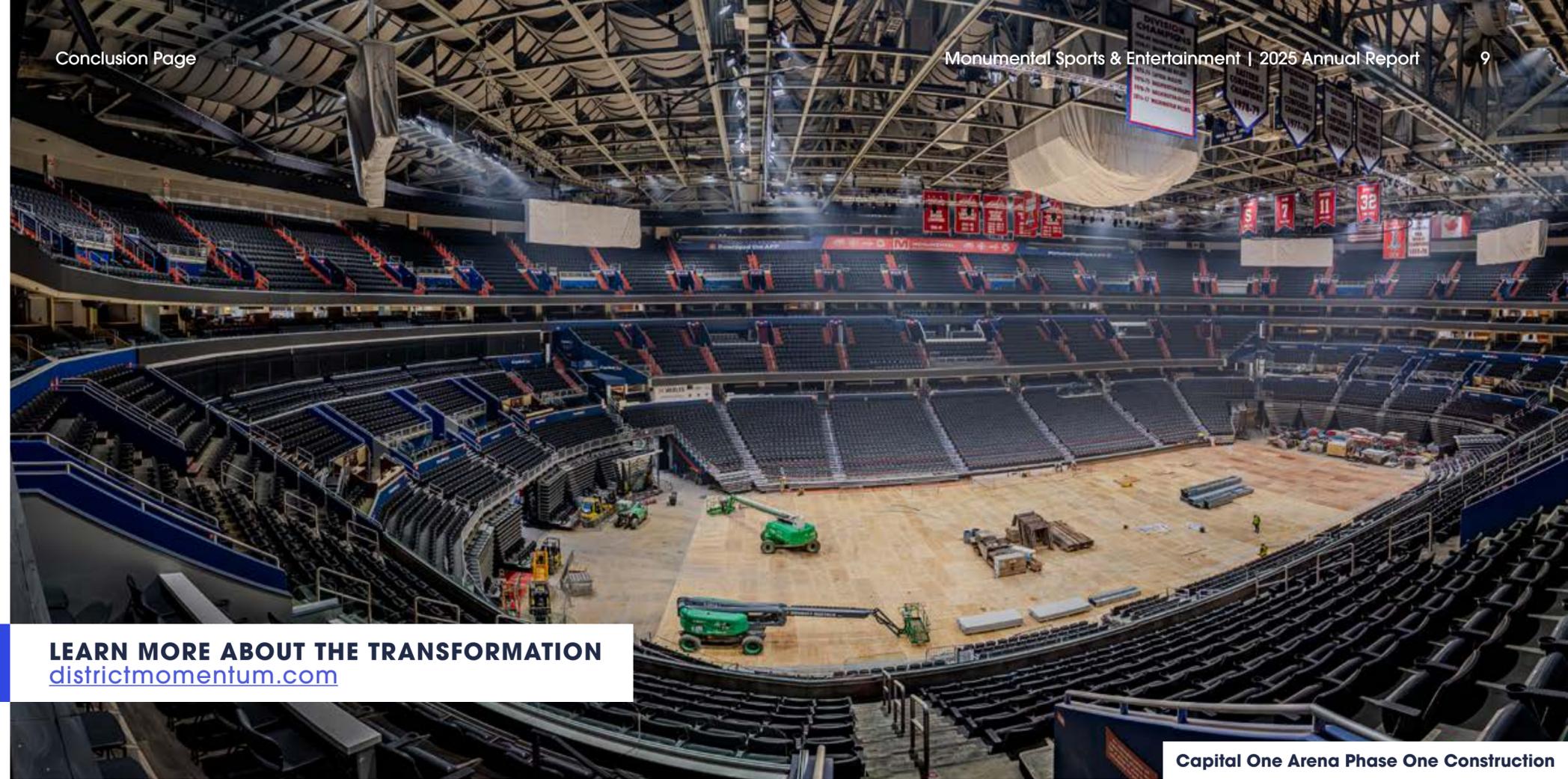
District Arts Collection in the Lexus Vaults

Brand-New Arena Transformation continued

**PROJECT IMPACT**

During construction, the project supports thousands of jobs, with a peak daily construction workforce of **over 3,000** unique craftworkers with more than **881,000 hours** completed as of the end of 2025.

The transformation is projected to generate sustained economic activity by attracting **3M+** visitors annually to the Chinatown neighborhood across more than **250** live events (up 14% YoY). The project will enhance the city's capacity to host marquee global events including the NBA and NHL All-Star Games, international tournaments, and large-scale concerts, enhancing national visibility with the creation of expanded revenue opportunities.



**7** **LEARN MORE ABOUT THE TRANSFORMATION**  
[districtmomentum.com](https://districtmomentum.com)

Capital One Arena Phase One Construction

The Grand Pavilion Atrium



**MONUMENTAL MILESTONE:**

**3,000+**  
CONSTRUCTION JOBS CREATED FROM THE PROJECT RESULTING IN

**881,000+**  
HOURS OF WORK COMPLETED AS OF THE END OF 2025



**PHASE TWO**  
(SPRING - FALL 2026)



The next phase of construction will focus on preparing the building's exterior work while continuing to build-out fan experience enhancements across suites, including four new Innovation Suites, premium spaces, and expanded concourse access.

**MONUMENTAL**

**IMPACT**

Across our platform, we are committed to creating fan-first experiences that deliver a Monumental impact to best serve our community, industry, and company.

# Monumental IMPACT Teams

Monumental is committed to building championship-caliber teams on the global stage to deliver fan-first experiences in the nation's capital. MSE has won:



**6**  
**CHAMPIONSHIPS**  
(NHL, WNBA, 2x NBA 2K, 2x AHL)



**70%**  
**PLAYOFF**  
**APPEARANCE RATE**

ACROSS 9 SEASONS WITH A



**2018 NHL STANLEY CUP CHAMPIONS.**  
WASHINGTON CAPITALS



**2019 WNBA CHAMPIONS.**  
WASHINGTON MYSTICS



**2020, 2021 NBA 2K LEAGUE CHAMPIONS.**  
WIZARDS DISTRICT GAMING



**2023, 2024 AHL CALDER CUP CHAMPIONS.**  
HERSHEY BEARS



**2025, SIX MAJOR CHAMPIONSHIPS.**  
**+18 MAJOR WINS SINCE 2017.**  
TEAM LIQUID

Monumental **IMPACT** — Teams continued



## Washington Capitals

### ON-ICE PERFORMANCE

Led by captain Alex Ovechkin and his relentless pursuit of Wayne Gretzky's all-time goals record, the **Washington Capitals** put together a historic 50th anniversary season.

The Capitals posted a 51-22-9 record in 2024-25, finishing first in the Metropolitan Division and Eastern Conference and second in the NHL. Washington's 51 wins and 111 points were the fourth most in a single season in franchise history.



Capital One Arena, Washington Capitals

**Monumental IMPACT — Teams, Washington Capitals** continued

**The Capitals went on to defeat the Montreal Canadiens in five games in the First Round of the 2025 Stanley Cup Playoffs, securing the franchise's first playoff series win since they won the Stanley Cup in 2018."**

Along with the team's significant accomplishments, the season saw many individual accolades achieved as well. Ovechkin scored 44 goals in 65 games to pass Gretzky as the NHL's all-time goals leader, completing the 'Gr8 Chase' by scoring his 895th career goal on April 6 against the New York Islanders. Twelve different players set career highs in goals, assists and/or points, including Tom Wilson, Dylan Strome, Aliaksei Protas, Connor McMichael, and new additions Pierre-Luc Dubois and Jakob Chychrun. In addition, head coach Spencer Carbery won the Jack Adams Award as the NHL's coach of the year, while the Capitals' .677 point percentage in Chris Patrick's first season as general manager was their highest under a first-year GM in team history and the third highest in NHL history for a debuting GM.

The Capitals enter 2025-26 looking to make the playoffs for the 11th time in the last 12 seasons and the 35th time in franchise history. Since 2007-08, no team has made more playoff appearances (16) or won more division titles (11) than Washington. The Capitals, who signed goaltender Logan Thompson and defensemen Jakob Chychrun and Martin Fehérváry to long-term extensions in 2025, have 10 players signed for at least the next three seasons, seven of whom are under the age of 30.



Alex Ovechkin



Goal 895 - NHL Record

**ALEX OVECHKIN**

Alex Ovechkin scored his 895th career goal on April 6 at UBS Arena against the New York Islanders to pass Wayne Gretzky (894) for the most goals in NHL history. Ovechkin broke Gretzky's 31-year-old record in his 1,487th career game, the exact same number of games Gretzky played in his career.

Ovechkin scored at a historic rate in his 20th NHL season, netting 44 goals in 65 games (0.68 G/GP) at the age of 39. Ovechkin's 0.68 goals-per-game rate in 2024-25 was the fifth-highest he has recorded during a single season in his career. Ovechkin finished the regular season ranked tied for third in the NHL in goals despite missing 17 games. Only Leon Draisaitl (52 goals, age 29) and William Nylander (45 goals, age 28) had more goals than Ovechkin in 2024-25.

Early in the 2025-26 season, Ovechkin scored his 900th career goal to become the first member of the 900-goal club and played in his 1,500th career game, becoming the eighth player in NHL history to play 1,500 games with one franchise. As of early November, the 40-year-old Ovechkin sat less than 10 points shy of passing Joe Sakic (1,641 points) for 10th place on the NHL's all-time points list.

Ovechkin, who is one of two athletes ever to play 21 seasons with a Washington, D.C.-based sports team, ranks first in NHL history in goals, power-play goals, game-winning goals, overtime goals, road goals, game-opening goals, game-tying goals, go-ahead goals, and empty-net goals.

Monumental **IMPACT** — Teams, Washington Capitals continued

**SCREAMING EAGLE JERSEY AND APPAREL LINE**

For fifteen home games during the 2025-26 season. **Return of the Screaming Eagle on social:**

**3.6M**  
IMPRESSIONS

**255k**  
ENGAGEMENTS

**522k**  
VIDEO VIEWS



**FAN ENGAGEMENT - RETAIL**

Capitals retail continues to be strategically aligned with on-ice milestones. The Caps launched the new Screaming Eagle jersey and apparel line for 15 home games during the 2025-26 season, which generated **3.6M** impressions, over **255K** engagements, and **522K** video views on social media. To commemorate Alex Ovechkin's completion of the Gr8 Chase, the Overtime Shop at Capital One Arena was transformed into the OV Shop for 895, driving millions in Ovi-related merchandise sales.



**FAN ENGAGEMENT - TICKETING**

In partnership with clct, and exclusively for the 2025-26 season, Capitals full season ticket members received printed ticket keepsakes that commemorate the team's 2024-25 successes and Alex Ovechkin's completion of the Gr8 Chase. The ticket images included Alex celebrating on the ice at UBS Arena, and marquee home games against several key career rivals including Sidney Crosby, Auston Matthews, and Connor McDavid.



**AWARDS**

- ▶ **2025 ESPYs, Best Record-Breaking Performance** - Alex Ovechkin
- ▶ **2025 ESPN Muhammad Ali Sports Humanitarian Award** - Alex Ovechkin (finalist)
- ▶ **Dick Dillman Award for the NHL's Eastern Conference** - Capitals PR Team



Fifty Fest, Hashtag Sports Awards



2025 ESPN Muhammad Ali Sports Humanitarian Award

- ▶ **Hashtag Sports Awards (2)**
  - ▶ **Best Event or Experiential Campaign** - Washington Capitals: Fifty Fest Presented by TikTok
  - ▶ **Excellence in Black Storytelling** - Washington Capitals X The Museum
- ▶ **Washington Business Journal, 40 Under 40** - Amanda Tischler (Senior Vice President, Capitals Marketing)

Monumental **IMPACT** — Teams continued



# Washington Wizards

## ON-COURT PERFORMANCE

Led by a highly productive rookie class, the **Washington Wizards** made headlines during the 2024-25 season for their combination of youth, development, and record-setting performances.

Rookie forward Alex Sarr was named to the NBA All-Rookie First Team, while guard Bub Carrington earned All-Rookie Second Team honors. Sarr became Washington's 17th All-Rookie First Team Selection and first since the 2012-13 season.



Capital One Arena, Washington Wizards

## Monumental IMPACT — Teams, Washington Wizards continued



Together, Sarr and Carrington became just the second pair of teammates in franchise history to each earn All-Rookie recognition in the same year, joining Gus Johnson and Rod Thorn (1963-64).”

Sarr’s debut season was one of the most complete rookie campaigns in two decades. He was one of only five rookies since 2002-03 to average at least 10 points, 5 rebounds, 2 assists, and 1 block per game, and the only rookie this season to rank in the top five in points, rebounds, blocks, and minutes per game (amongst rookies). He finished the year with 105 made three-pointers, 101 blocks, and 161 assists, becoming one of just five players leaguewide – and only the third rookie in NBA history – to record 100 or more in all three categories. Sarr was also named Eastern Conference Rookie of the Month for December, marking the 11th such selection in franchise history.

Carrington emerged as one of the league’s most reliable young guards, leading all rookies in minutes per game (30.0) and ranking second in assists per game (4.4) and assist-to-turnover ratio (2.58). He was the only rookie – and one of just 11 players in the league – to appear in all 82 games, becoming the first Wizards rookie to do so since Jeff Ruland in 1981-82. Carrington became the only rookie in franchise history and one of just seven all-time to total 300+ assists, 300+ rebounds, and 100+ made three-pointers. His 138 made threes set a new franchise record and tied for the most among all rookies this season. At just 19 years and 256 days old, he became the youngest player in franchise history to record a 30-point game and joined Sarr as the only rookies this season to post a 30+ point, 5+ rebound, 5+ assist performance, hitting a franchise rookie-record seven threes in that outing.

Sarr, Carrington, and sophomore Bilal Coulibaly each earned selections to the 2025 Castrol Rising Stars game at NBA All-Star Weekend in San Francisco, marking the first time in franchise history that Washington sent three players to the event. Coulibaly became just the fourth two-time Rising Stars participant in team history and joined elite sophomore company as one of only five players since 2023-24 to register 100+ steals and 80+ blocks in a season.

Collectively, Washington’s rookie class logged a league-leading 6,903 total minutes, more than 2,000 minutes above any other NBA team. The Wizards also set a franchise record with 1,075 made three-pointers, fueled by Jordan Poole’s career-high 235 threes, which surpassed Bradley Beal’s previous single-season mark (223). For the first time in league history, three rookies from the same team—Sarr, Carrington, and Kyshawn George—each connected on 100+ three-pointers, underscoring the young core’s historic combination of talent, versatility, and shooting range.



Bilal Coulibaly, Washington Wizards

Monumental **IMPACT** — Teams, Washington Wizards continued



Black and gold City Edition kit



**FAN ENGAGEMENT - RETAIL**

For the 2025-26 season, the Wizards unveiled a brand-new City Edition uniform inspired by the gold-accented alternate jerseys worn from 2006-09. The updated design, built on a black and gold palette, serves as a bold encore with details intended to reflect the glowing monuments that illuminate the District at night. The uniform unveil on social generated **5.5M** impressions with a **4.6%** engagement rate across **1.5M** video views.

As part of the season's creative partnerships, fan-favorite artist Chris Pyrate collaborated with the Wizards to create the team's custom basketball featured at NBC's '30 Rock' activation in New York City. Pyrate also designed an exclusive apparel line for the season, incorporating artistic elements that honor the team's signature Cherry Blossom aesthetic. The Wizards' brand platform continues to be advanced through marquee events, on-court activations, and cohesive uniform storytelling.



**CITY EDITION LAUNCH**

A bold new black-and-gold City Edition look ignited strong fan response across social media.

**5.5M**  
IMPRESSIONS  
ON SOCIAL

**4.6%**  
ENGAGEMENT  
RATE

**1.5M**  
VIDEO VIEWS

Monumental IMPACT — Teams continued



## Washington Mystics

### ON-COURT PERFORMANCE

The 2025 season marked a historic campaign for the **Washington Mystics**, highlighted by a pair of standout rookies who quickly emerged among the league's brightest young stars.

Guard Sonia Citron and forward Kiki Iriafen were each named to the 2025 WNBA All-Rookie Team, becoming the first set of Mystics teammates ever to earn the honor and the eighth and ninth players in franchise history to do so.



CareFirst Arena, Washington Mystics

Monumental **IMPACT** — Teams, Washington Mystics continued

“Both Sonia Citron and Kiki Iriafen appeared in all 44 games and earned WNBA All-Star selections, marking just the second time in league history—and the first since 1999—that rookie teammates were named All-Stars in the same season.”



**SONIA CITRON** delivered one of the most efficient and well-rounded rookie campaigns in WNBA history. She became the only rookie ever to average at least 13.0 points, 4.0 rebounds, and 2.0 assists while shooting .450/.400/.850, leading the league with a .445 three-point percentage, the highest by any rookie in WNBA history. Her consistent scoring helped her break the franchise single-season scoring record (657 points) and set numerous marks across the league and team record books, including:

- ▶ Most 10+ point games by a rookie in WNBA history (38)
- ▶ Longest double-figure scoring streak by a Mystics rookie (18 games)
- ▶ Only rookie in franchise history—and one of just four all-time (Candace Parker, Breanna Stewart, Caitlin Clark)—to record 600+ points, 150+ rebounds, and 75+ assists in a single season



**KIKI IRIAFEN** anchored the Mystics frontcourt with her rebounding and consistency, posting a rookie-best 16 double-doubles, which also set a single-season franchise record. She joined Angel Reese as the only rookies in league history to record multiple double-double streaks of four or more games and finished the season averaging 8.5 rebounds per game, the highest by any rookie in team history. Her record-breaking season included:

- ▶ Franchise single-season record for rebounds (376)
- ▶ First Mystics rookie to earn Kia Rookie of the Month honors, averaging 13.9 points, 10.1 rebounds, and 1.0 assist per game in May
- ▶ Most 10+ point, 5+ rebound games in franchise history (31) and second most by a rookie in WNBA history
- ▶ Franchise rookie record with 19 games of 10+ rebounds, the fourth most by a rookie all-time

Citron and Iriafen were each WNBA All-Stars and unanimous selections to the AP All-Rookie Team. In addition to Citron and Iriafen’s historic debuts, center Shakira Austin was named the Associated Press Comeback Player of the Year. Together, the trio underscored Washington’s reputation for developing elite young talent and positioned the Mystics for a bright future built on depth, resilience, and rising star power.



**FAN ENGAGEMENT - RETAIL**

The Mystics emphasized the final season of their black and gold Rebel uniforms and accompanying apparel collection. Player-specific merchandise, including Sonia Citron and Kiki Iriafen All-Star jerseys, served as key retail drivers throughout the season. The team also experienced strong fan engagement through exclusive releases and limited-edition products celebrating the Mystics’ brand and community presence.



**BLACK AND GOLD REBEL UNIFORMS**

The Mystics highlighted the final season of their Black and Gold Rebel uniforms and apparel collection.

Monumental IMPACT — Teams continued



# Capital City Go-Go

## ON-COURT PERFORMANCE

The **Capital City Go-Go** continued their steady rise as one of the G League’s model franchises, advancing to the postseason for the fourth consecutive year —the only Eastern Conference team to do so over that span.



CareFirst Arena, Capital City Go-Go

**Monumental IMPACT — Teams, Capital City Go-Go continued**

Under second-year head coach Cody Toppert, the Go-Go posted a franchise-record 31 combined wins across the Tip-Off Tournament and regular season, reflecting the team's balance of development, depth, and competitive consistency.

Capital City's success extended beyond wins and standings, with multiple players earning opportunities at the NBA level. Jaylen Nowell, Erik Stevenson, and Jalen McDaniels each received NBA G League Call-Ups during the season, underscoring the Go-Go's continued reputation for talent cultivation and player advancement. Additionally, Stevenson, Nowell, and Justin Champagnie represented the organization at the NBA G League Up Next Game during NBA All-Star Weekend, highlighting the team's strong presence on the league's biggest developmental stage.



**“ Built on player growth, coaching stability, and a proven pathway to the NBA, the Go-Go have cemented their role as a key part of Monumental Basketball’s integrated player development system.”**



**Keshon Gilbert, Capital City Go-Go**

Monumental **IMPACT** — Teams continued

# Esports

## WIZARDS DISTRICT GAMING

is one of six NBA 2K League organizations participating in the League's initial relaunch for the 2025-26 season.

The team is represented by esports professional 'BearDaBeast', with Wizards star Alex Sarr serving as the NBA's player representative. The newly restructured season runs parallel to the NBA season, with Wizards District Gaming set to compete in a series of engaging tournaments leading toward the league championship in April.

**District E Powered by Ticketmaster**, MSE's premier esports and entertainment destination, hosted more than 30 esports tournaments in 2025, with nearly **2,000** player participants and **8,000** Twitch viewers across all events. **Caps Gaming** also hosted **two** virtual tournaments in 2025, engaging over **750** players and **24,000** unique Twitch livestream viewers.

### DISTRICT E ESPORTS HIGHLIGHTS (2025)

**30+**

TOURNAMENTS HOSTED AT DISTRICT E POWERED BY TICKETMASTER

**8,000**

TWITCH VIEWERS TUNED IN TO DISTRICT E TOURNAMENTS

**24,000**

UNIQUE VIEWERS WATCHED CAPS GAMING'S VIRTUAL EVENT LIVESTREAMS

**~2,000**

PLAYERS COMPETED ACROSS ALL DISTRICT E EVENTS

**750+**

PLAYERS PARTICIPATED IN CAPS GAMING'S TWO VIRTUAL TOURNAMENTS



## TEAM LIQUID WON

**6**

MAJOR CHAMPIONSHIPS IN 2025, WITH OVER 18 MAJOR WINS SINCE 2017



TEAM LIQUID WAS FEATURED IN THE GUINNESS WORLD RECORDS 2025 AS THE HIGHEST-EARNING ESPORTS TEAM IN HISTORY, WITH AN ESTIMATED

**\$56M**

IN LIFETIME PRIZE WINNINGS

# Monumental **IMPACT** Media



Shakira Austin, Mystics

## Monumental Sports Network

Monumental Sports Network delivered a robust year of production output, generating over **2,200 hours** of live programming across its network and M+ app.

Inclusive of nearly **1,000 hours** of live game coverage produced directly from the broadcast facility this year, Capitals, Wizards, Mystics, Go-Go and Spirit games continue to drive record viewership across linear and OTT channels. The network maintained its traditional award-winning pregame and postgame coverage for the Capitals, Wizards, and Mystics, while also expanding opportunities for alternative game broadcasts and Spanish-language coverage.



BY THE NUMBERS



MONUMENTAL OUTPUT:

# 1,000+

LIVE SHOWS PRODUCED FROM THE BROADCAST FACILITY IN 2025 ACROSS LINEAR TV AND THE M+ APP

# 249

LIVE GAME BROADCASTS PRODUCED, REPRESENTING EVERY MONUMENTAL-OWNED TEAM

# 760

LIVE LINEAR SHOWS, RANGING FROM PREGAME/POSTGAME PROGRAMMING TO DAILY TALK SHOWS SUCH AS *THE SPORTS JUNKIES* AND *BMITCH & FINLAY*

Monumental **IMPACT** — Media, Monumental Sports Network continued

**BY THE NUMBERS**

**1,200+**

HOURS OF LIVE DAILY RADIO SIMULCASTS, SUPPORTED BY THE NEW AUDACY AGREEMENT

- ▶ 2025 marked the 9th year of *The Sports Junkies* on the network
- ▶ *BMitch & Finlay* launched its simulcast on November 3, adding 20 hours of weekly programming

**100+**

TAPED SHOWS AND ENHANCED TEAM-CONTENT FEATURES, INCLUDING SEASON PREVIEWS, PRESS CONFERENCES, *RINK REPORT*, AND *BELTWAY FOOTBALL*

**50+**

LIVE STREAMS ON THE M+ APP — INCLUDING **56** LIVE EDITIONS OF *RINK REPORT* AND *BELTWAY FOOTBALL*, PLUS LIVE COVERAGE OF OVECHKIN'S GR8 CHASE AND THE CAPITALS' PLAYOFF RUN

**TWO**

NEW WEEKLY VIDEO PODCASTS SUCCESSFULLY LAUNCHED, WITH **10** EPISODES EACH (*HOCKEY LIFERS*, *OFF THE BENCH*)

ACROSS ALL PLATFORMS, MNMT BROADCAST OVER:

**400+**

LIVE GAMES BROADCASTED ACROSS MNMT PLATFORMS, FEATURING MORE THAN **200** PROFESSIONAL, COLLEGIATE, AND HIGH SCHOOL TEAMS

**GAME VIEWERSHIP**

The **Capitals** saw significant momentum across linear and streaming:

- ▶ In-game viewership rose over **30%** households (HH) YoY
- ▶ Pregame and postgame programming grew over **60%** YoY, with postgame viewership nearly **doubling**
- ▶ Streaming viewership increased **90%** YoY, driven by strong engagement on Monumental's digital platforms
- ▶ Capitals broadcasts consistently outperformed competitive national networks, beating ESPN2 **99%** of games, TNT and FS1 **92%**, and ESPN **69%**

Coverage of **Alex Ovechkin's** pursuit of the *Gr8 Chase* drove historic, all-time network viewership:

- ▶ The April 6 Capitals-Islanders matchup became the **most-watched game of the season** across HH and outperformed TNT, ESPN, ABC, CBS, and NBC across all major demos
- ▶ The April 4 Capitals-Blackhawks game delivered the **highest peak P2+** (persons aged 2 or more) **viewership ever** recorded in MNMT's internal database and became the **most-watched game** across HH, P2+, P25-54 (persons or adults aged 25-54), and digital

The **Wizards** continue to build momentum around their young core.

- ▶ Peak linear viewership increased **6%** YoY, demonstrating strength during high-interest game moments
- ▶ Average streaming minutes watched rose **12%**, reflecting deeper engagement among digital audiences

The **Mystics** delivered substantial YoY growth across all programming windows in the D.C. and Baltimore markets:

- ▶ In-game viewership increased more than **40%** across both HH and P2+ demos
- ▶ Pregame viewership more than **doubled**, with triple-digit increases in both HH and P2+
- ▶ Postgame viewership rose by **~50-60%**, riding the team's strong upward trajectory



Will Riley, Wizards



Alex Ovechkin, Capitals



Monumental **IMPACT** — Media, Monumental Sports Network continued



**AWARDS**

- ▶ **Capital Emmy Awards**
  - ▶ **Talent: Sports Play-By-Play** - Joe Beninati
  - ▶ **Talent: Anchor – Sports** - Alexa Landestoy
  - ▶ **Talent: Anchor – Sports** - Wes Hall
  - ▶ **Interview/Discussion** - Politics Aside with Chris Cillizza: Political Pick Up
  - ▶ **Sports Program** – Post-Produced or Edited - Beyond the Buzzer: Los Wizards Take Mexico City
  - ▶ **Sports Program** – Post-Produced or Edited - Caps Red Line: Hockey Fights Cancer
  - ▶ **Sports Program** – Post-Produced or Edited - Mystics Courtside: Summertime Celebrities



Cynopsis Sports Media Awards

- ▶ **Live Sporting Event/Game (Single Program)** - Monumental Deportes: NBA En Vivo – Wizards vs. Heat
- ▶ **Live Sporting Event/Game (Single Program)** - Washington Mystics Game Broadcast – History in the Making
- ▶ **Sports Open/Tease** - Capitals 50th Open
- ▶ **Public Affairs Program** - Rise and Strive: College Signing Day 2024
- ▶ **Cynopsis Sports Media Awards**
  - ▶ **Media Company of the Year** – MSE
  - ▶ **Best Media Spaces & Facilities** – Monumental Sports Network
  - ▶ **Best New Sports Show** – Mystics Courtside

- ▶ **Cynopsis Top Women in Media**
  - ▶ **Industry Leaders** – Friday Abernethy
  - ▶ **Directors Who do It All** – Aimee Brillhart
  - ▶ **Game Changing On-Air Talent** – Alexa Landestoy
  - ▶ **Production Pacesetters** – Michael Phillips
- ▶ **DC Sports Hall of Fame, Class of 2025** – Craig Laughlin (Capitals color analyst, MNMT)
- ▶ **GEMA Awards, Gold winner, Set Design** – Monumental Sports Network
- ▶ **Hashtag Sports Awards**
  - ▶ **Broadcast Team of the Year** – Monumental Sports Network
  - ▶ **Best TV or Streaming Experience** – Monumental+
  - ▶ **Best Use of Gamification** – Monumental Game Center



Friday Abernethy, Sports Business Journal, Game Changers

- ▶ **NAB Show Project of the Year** – MSE
- ▶ **National Sports Media Association, DC Sportscaster of the Year, Joe Beninati** (Capitals play-by-play announcer, MNMT)
- ▶ **Sports Pro Media Awards, Bronze winner, Best in Fan Engagement** - Monumental+
- ▶ **Sports Business Journal, Game Changers Class of 2025** – Friday Abernethy (General Manager, MNMT)
- ▶ **Sports Business Journal, Power Players: Sports Streaming** – Charlie Myers (Chief Technology Officer)
- ▶ **Telly Award, Best Craft-Set Design** – Monumental Sports Network
- ▶ **Washingtonian, Tech Titan** – Zach Leonsis



Capital Emmy Awards



Craig Laughlin, DC Sports Hall of Fame

Monumental **IMPACT** — Media continued

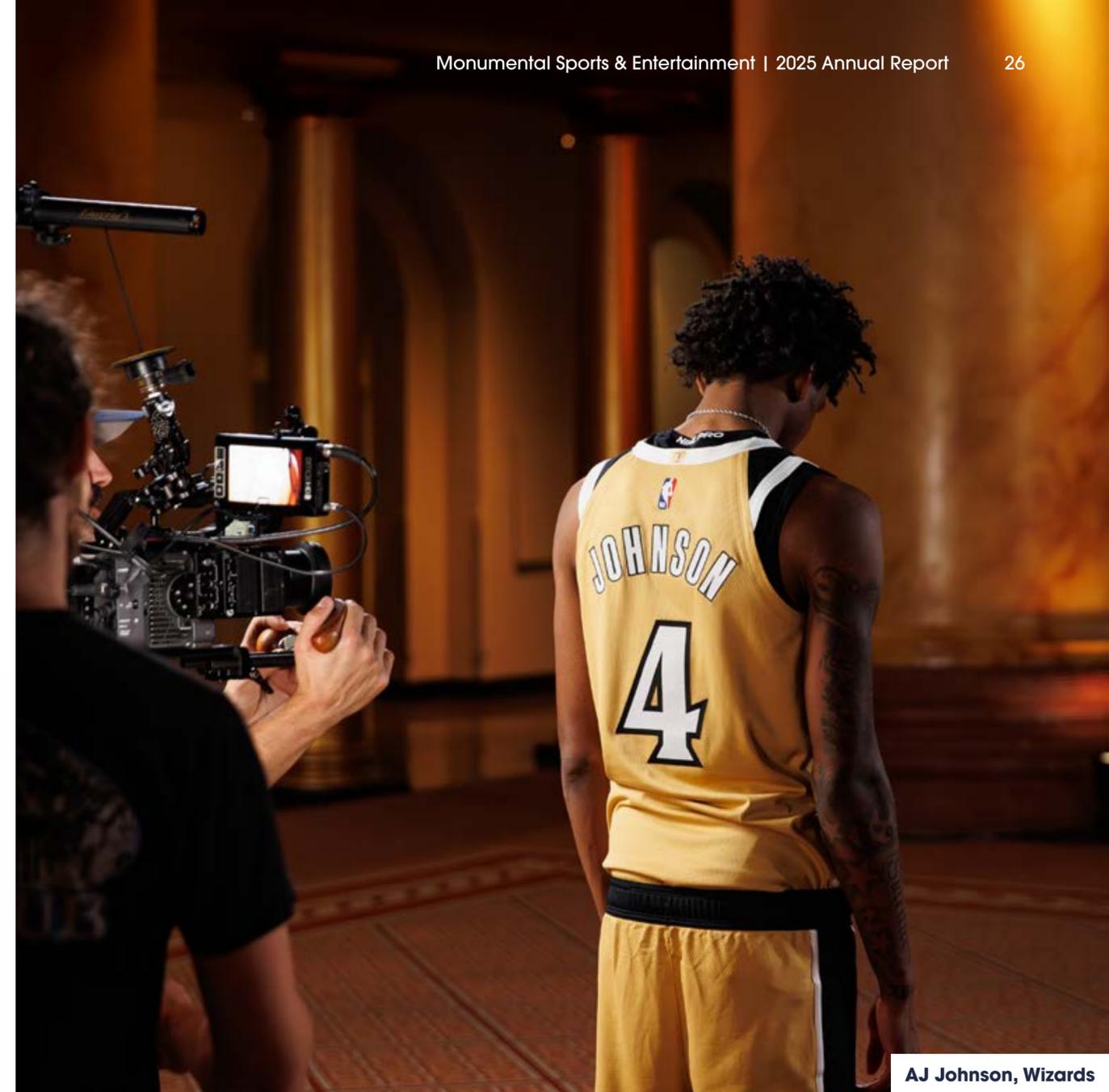
# Monumental Productions

MSE Productions, a full-service video, graphic design, and animation agency, produced nearly **6,000** unique content deliverables across all MSE brands and external clients in 2025.

Production output expanded by **15%** across network, digital media, in-arena game presentation, marketing, global partnerships and transformation, promotions, communications, and corporate initiatives.

The Productions team was a driving force in the creative storytelling around Monumental's marquee events in 2025. Their work included flagship video features showcasing the Capital One Arena Transformation, *Legacy on Ice*, *the Harry Benson: Washington DC Gallery*, Nasdaq leadership meetings, and additional cornerstone brand moments.

The team is responsible for producing and editing all videos designed to elevate MSE's corporate brand, including over **30** award submission pieces for the Capital Emmys, Hashtag Sports, the NHL's Stanley Awards, Sports Business Journal, and Cynopsis.



AJ Johnson, Wizards

## MONUMENTAL OUTPUT:

PRODUCED NEARLY

# 6,000

UNIQUE CONTENT DELIVERABLES  
ACROSS ALL MSE BRANDS  
AND EXTERNAL CLIENTS IN 2025



“

In 2025 production output expanded by 15% across network, digital media, in-arena game presentation, marketing, global partnerships and transformation, promotions, communications, and corporate initiatives.”

Monumental **IMPACT** — Media, Monumental Productions continued

**BY THE NUMBERS**



**PRODUCED OVER**

**60**

HOURS OF ORGANIC AND SPONSORED CONTENT FOR MONUMENTAL SPORTS NETWORK ACROSS SIGNATURE PROGRAMMING:

- ▶ *Politics Aside with Chris Cillizza*
- ▶ *Sports Business Journal: Inside the Industry*
- ▶ *Hometown with Rachel Nichols*
- ▶ Capitals, Wizards and Mystics magazine shows

**CREATED**

**EIGHT**

UNIQUE BRAND LOOKS AND IN-ARENA ELEMENTS FOR CAPITALS, WIZARDS, MYSTICS AND GO-GO

**PRODUCED**

**100+**

UNIQUE CONTENT PIECES FOR MONUMENTAL SPORTS NETWORK PROMOTING BRAND SPOTS, TICKET SALES, ORIGINAL PROGRAMMING TUNE-IN AND GAME TUNE-IN FOR LINEAR BROADCAST

**DEVELOPED**

**50+**

DIGITAL AND LINEAR CONTENT DELIVERABLES FOR THE CAPITALS HISTORIC 50<sup>TH</sup> ANNIVERSARY SEASON AND GR8 CHASE

**DEVELOPED AND PRODUCED**

**THE SECOND**

ANNUAL STANLEY PUP PROGRAM, A TWO-HOUR TELEVISED SPECIAL FOR NHL NETWORK, TNT, AND MONUMENTAL SPORTS NETWORK

**CREATED OVER A**

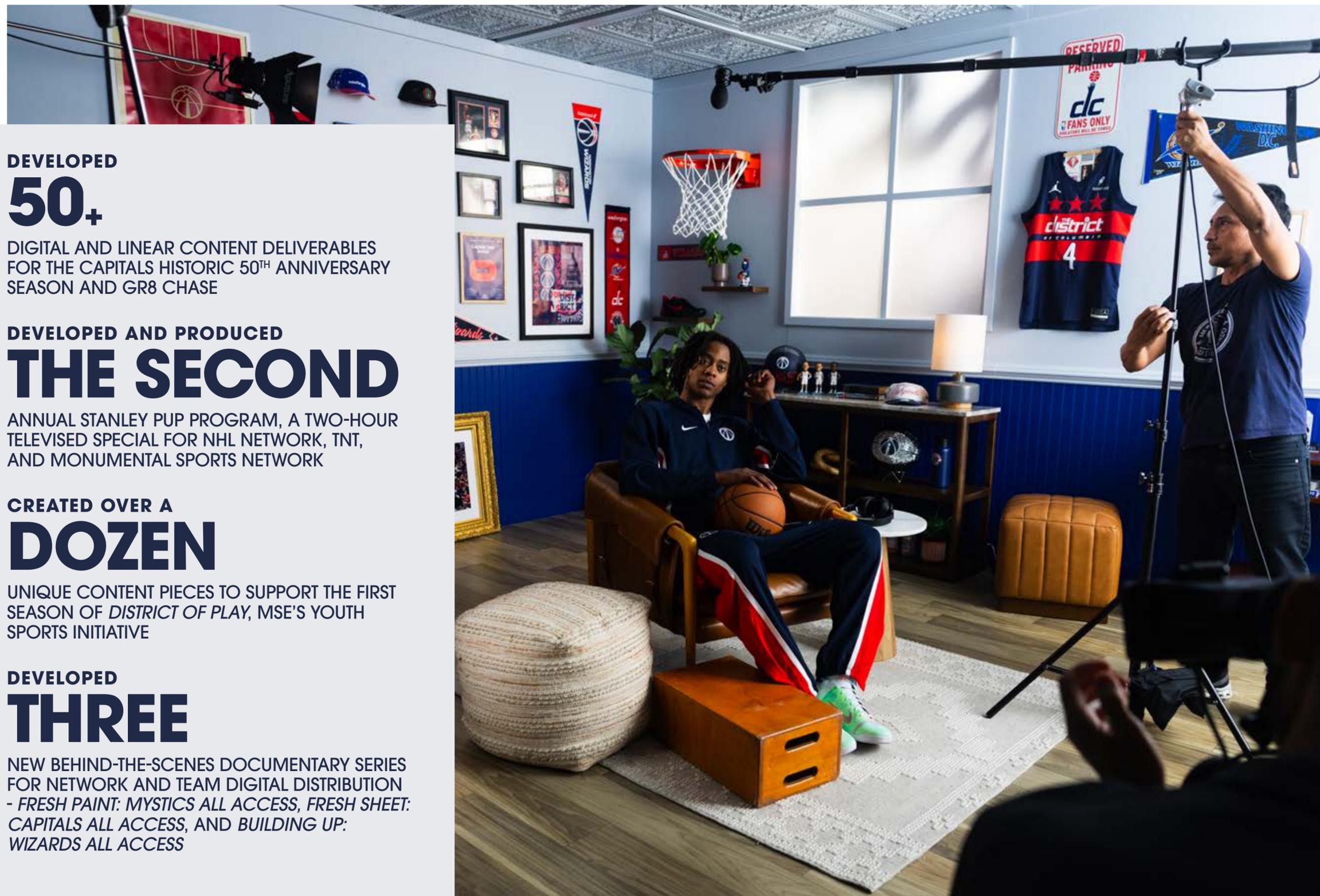
**DOZEN**

UNIQUE CONTENT PIECES TO SUPPORT THE FIRST SEASON OF *DISTRICT OF PLAY*, MSE'S YOUTH SPORTS INITIATIVE

**DEVELOPED**

**THREE**

NEW BEHIND-THE-SCENES DOCUMENTARY SERIES FOR NETWORK AND TEAM DIGITAL DISTRIBUTION - *FRESH PAINT: MYSTICS ALL ACCESS*, *FRESH SHEET: CAPITALS ALL ACCESS*, AND *BUILDING UP: WIZARDS ALL ACCESS*



Tre Johnson, Wizards

Monumental **IMPACT** — Media continued



Wizards Radio

# Radio

The **Capitals Radio Network** provided extensive coverage of the team all year, enhancing its programming.

In 2025, the Caps Radio Network’s podcasts—including ‘Caps This Morning’ with John Walton, ‘Afternoon ReCAP,’ and ‘Line Change’ with Katie Florio—surpassed an impressive 300K downloads. Additionally, the Network launched ‘Caps Saturday Faceoff,’ a new weekly program airing every Saturday morning on 106.7 The Fan, and available afterward on the podcast channel. Since its inception in 2021, the Capitals Radio Network podcast channel has garnered over 800K total downloads and the channel is on pace to surpass the one million download mark during the 2025–26 season. WJFK-FM continues to serve as the flagship radio home of the Capitals, providing expanded game-day coverage and regular afternoon-drive interviews with John Walton on ‘Grant and Danny,’ further enhancing the team’s coverage.

**Washington Wizards Radio** provides a shared platform for supporters and partners to engage with the team’s journey toward success. Through the **10-station** network led by 106.7 FM The Fan, and the 24-hour radio station *wizardsradio247.com*, Wizards Radio delivers the team’s narrative directly to fans for all regular and preseason games. The Wizards



**MONUMENTAL MILESTONE:**

# 800k+

TOTAL DOWNLOADS OF THE CAPITALS RADIO NETWORK PODCAST

Radio Network’s coverage reaches vast audiences across the DMV, spanning markets as far as Salisbury, MD to Lynchburg, VA and Martinsburg, WV.

D.C. Sports Hall of Famer Dave Johnson is in his 29th season as play-by-play voice of the Wizards, joined by Glenn Consor in his 19th season as analyst. Former Georgetown star Chris Wright and Bryan Albin complete the team’s coverage with diverse perspectives that bring the Wizards’ evolving story to life.

Monumental **IMPACT** — Media continued

# Digital Communication Across the Enterprise

MSE's omnichannel digital strategy effectively targets fans around the world through immersive content, innovative platforms, and fan-first communication to connect with Monumental's teams and athletes.

**MONUMENTAL IMPACT:**

# 1.2BN+

SOCIAL IMPRESSIONS FROM OUR CHANNELS ACROSS THE 2024-25 SEASON

# 31M

DIGITAL CONNECTIONS

# 39.5M

ENGAGEMENTS WITH THE FANBASE GLOBALLY ACROSS MSE'S OMNICHANNEL STRATEGY



Alex Ovechkin, Capitals

Monumental **IMPACT** — Media continued



**THE GR8 CHASE**

# Capitals Digital

## THE GR8 CHASE

The Capitals social team was pivotal in the storytelling around Alex Ovechkin's quest and completion of the Gr8 Chase to break the NHL's all-time goal record.

The team created a fan-centric campaign as Alex neared goal 895, working with freelance designers to create and push out distinct graphics for each of the last 10 goals needed to break the record. From April 4-6, the tying goal (894) and record goal (895) generated **82M** impressions, **5.6M** engagements, and **25M** video views. Ovi's historic season created online buzz with over **143K** unique posts on X from **51K** unique users from January to April 2025.



Alex Ovechkin, Capitals



**SOCIAL METRICS:**

**82M**  
SOCIAL IMPRESSIONS

**5.6M**  
ENGAGEMENTS

**25M**  
VIDEO VIEWS

**143K+**  
UNIQUE X POSTS FROM  
**51K+** UNIQUE USERS FROM  
JANUARY TO APRIL 2025

**655M**  
IMPRESSIONS FROM  
**11K+** POSTS

**205M**  
VIDEO VIEWS, **+99%** YOY

**Eclipsed 1M**  
FOLLOWERS ON INSTAGRAM

**#1**  
IN ENGAGEMENTS ACROSS  
THE NHL ON X, FACEBOOK,  
AND INSTAGRAM, **+72%** YOY

**Top 3**  
IN THE NHL IN WEB VIEWS,  
SESSIONS, AND VIDEOS

Monumental **IMPACT** — Media continued

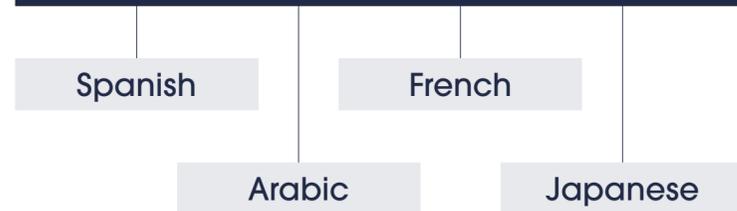
# Wizards Digital

Wizards’ digital channels continue to generate content centered around the team’s young core, with an innovative strategy implemented to reach new audiences and grow the game and basketball fans globally.

### 2025 OFF-SEASON CONTENT

Following the 2025 NBA Draft, the Wizards social channels generated significant traction around draft day content. Channels saw over **13.8M** impressions, **530K** engagements and **4.6M** video views across content welcoming high draft picks Tre Johnson, Will Riley, and Jamir Watkins to join the team’s young core. The 2K26 NBA Summer League also saw traction across content, with **21.4M** impressions, **819K** engagements, and **8.4M** video views in July 2025.

### FOUR GLOBAL DIGITAL CHANNELS THE MOST IN THE NBA



### AWARDS

- ▶ **2025 NBA Mascot Digital Content Award** - G-Wiz/Wizards



### SOCIAL METRICS

# 204.6M

IMPRESSIONS (168.2% INCREASE YOY)

# 8.7M

ENGAGEMENT RATE (135.4% INCREASE YOY) AVERAGING A 4.3%

# 57.6M

VIDEO VIEWS INCLUDING 5.3M VIDEO VIEWS ON TIKTOK (233.2% INCREASE YOY)



### GROWTH ON TIKTOK IN 2025

# 18.3M

IMPRESSIONS - +230.1% YOY

# 1.6M

ENGAGEMENTS - +145.5% YOY

# 8.9%

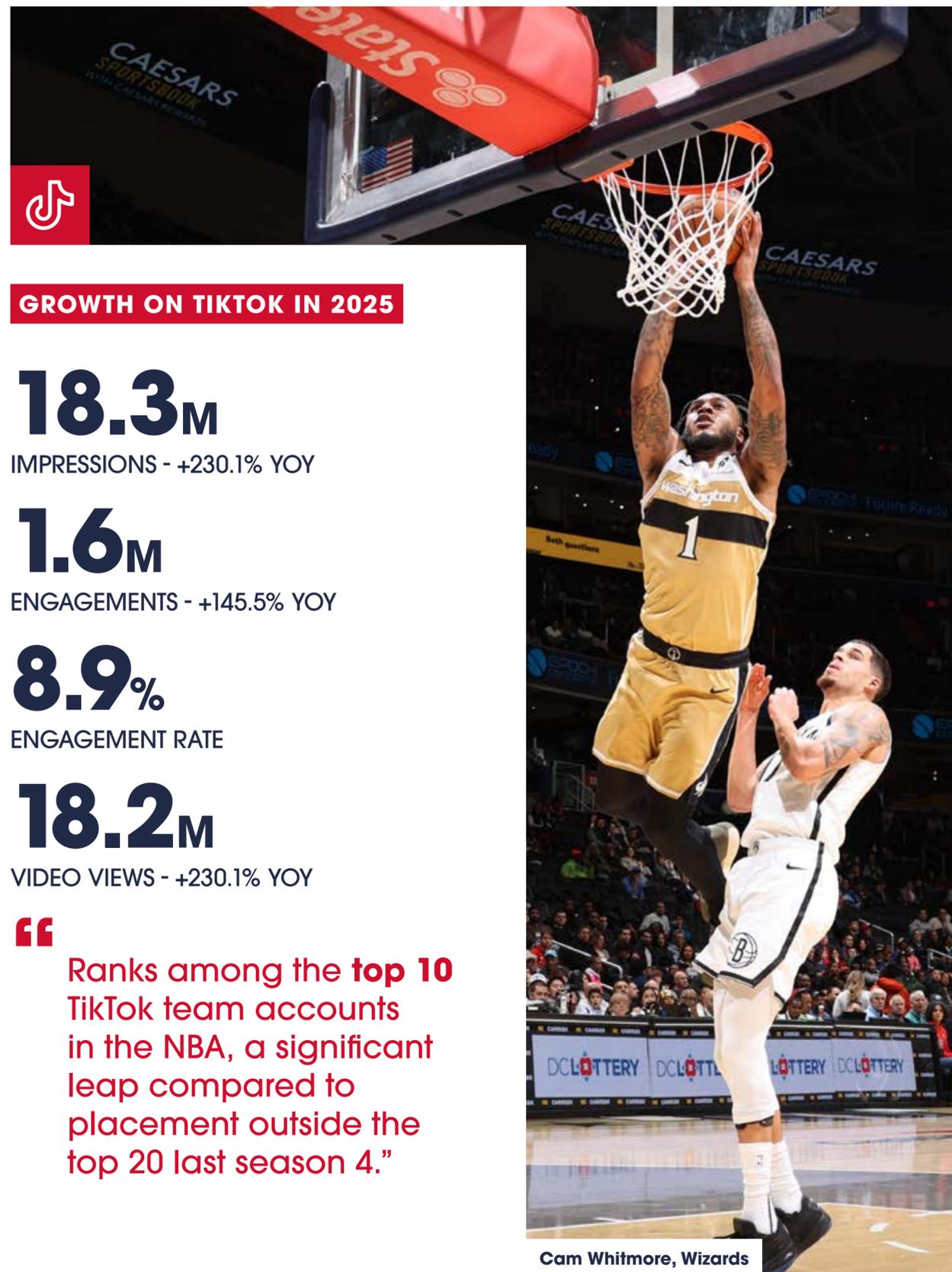
ENGAGEMENT RATE

# 18.2M

VIDEO VIEWS - +230.1% YOY



Ranks among the **top 10** TikTok team accounts in the NBA, a significant leap compared to placement outside the top 20 last season 4.”



Cam Whitmore, Wizards

Monumental IMPACT — Media continued

# Mystics Digital

As women's sports continue to rise, Mystics Digital amplifies player voices by sharing untold stories and personalities throughout the team's digital content.



## SOCIAL METRICS

(2025 SEASON)

# 66%

INCREASE IN TOTAL SOCIAL MEDIA ENGAGEMENTS YOY

# 79,000+

NEW FOLLOWERS ACROSS ALL PLATFORMS

# 10.5M

RECORD-HIGH SOCIAL VIDEO VIEWS

## LAUNCH OF THE INNER CIRCLE

- ▶ This season, the Mystics launched the team's first e-magazine, the 'Inner Circle,' an opportunity for fans to explore the personalities of players off the court and take a behind-the-scenes look into their personal lifestyles
- ▶ Three issues were published in 2025, with feature stories and player profile pieces focused on Stefanie Dolson, Shakira Austin, Lucy Olsen, and more

## MYSTICS WEB VIEWERS

- ▶ Mystics web viewers and unique visitors more than **doubled** YoY



Kiki Iriafen, Mystics

# Monumental **IMPACT** Venues

## Capital One Arena

Capital One Arena continues to bring the highest caliber of world-renowned talent to the nation's capital, including chart-topping artists, comedians, family shows, college basketball, and more. The venue hosted **150** events in 2025, drawing in over **1.7M** fans.



**CAPITAL ONE ARENA**

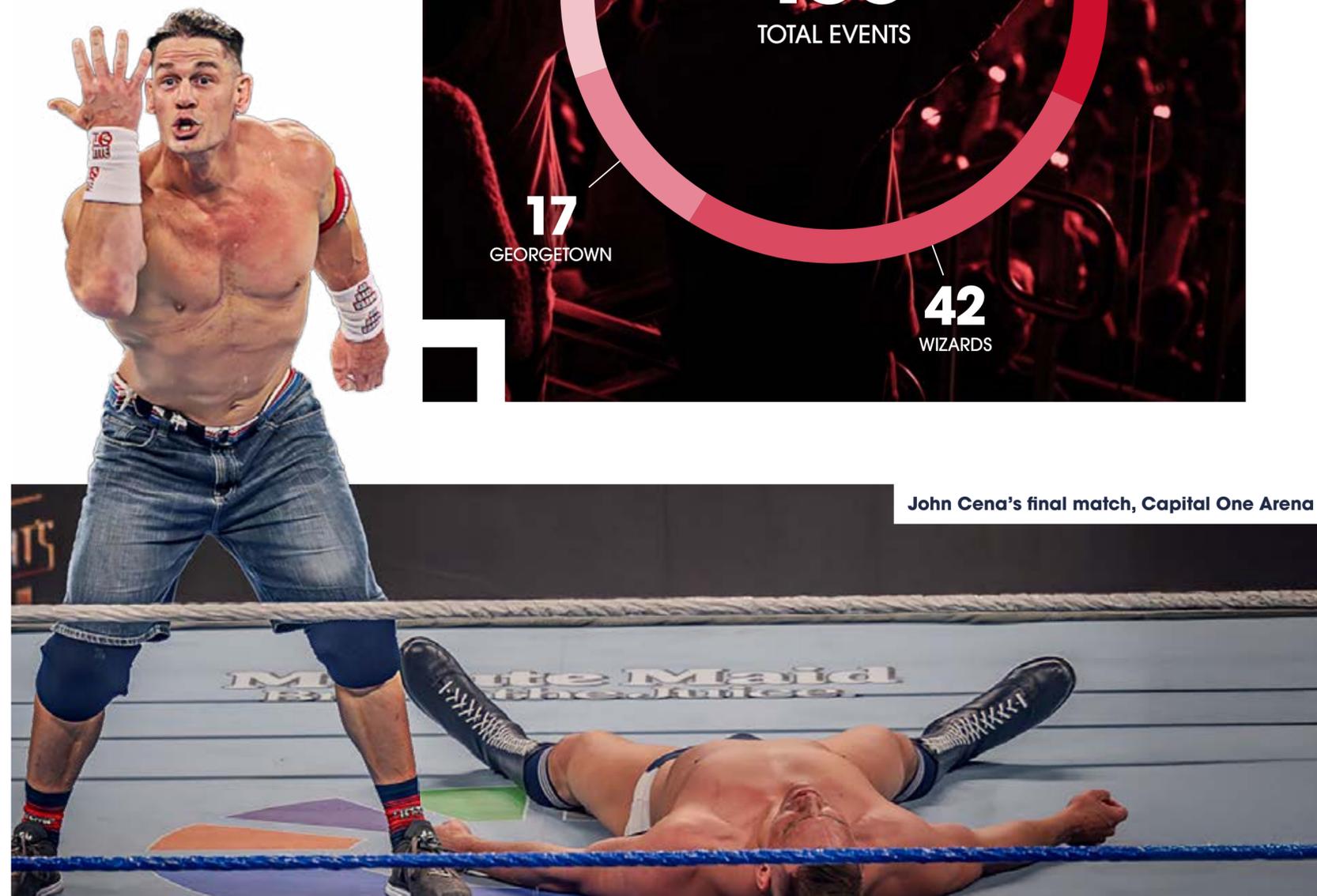
**1.7M**

TOTAL EVENT ATTENDANCE

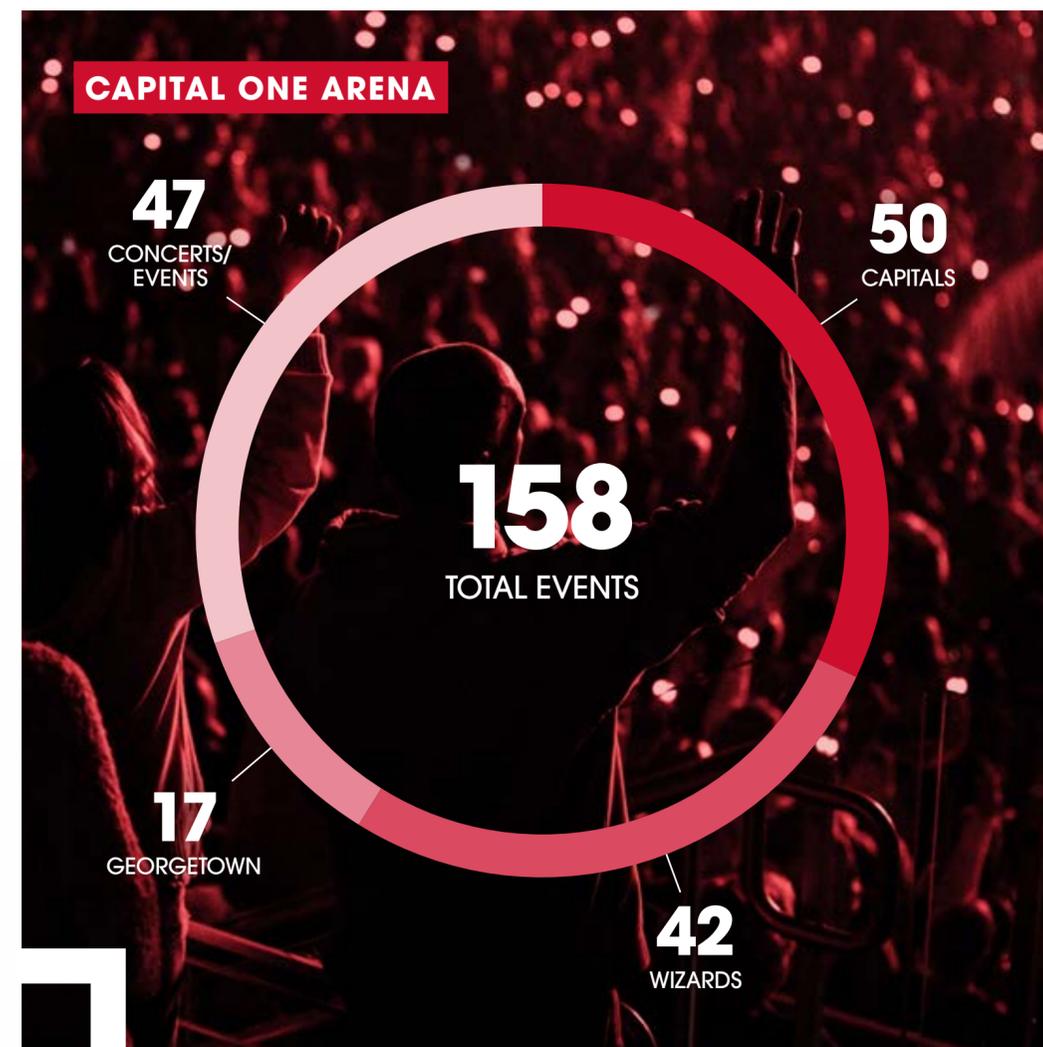
HIGHEST ATTENDED EVENT: SHANE GILLIS, **19,619** ATTENDEES, AMONG TOP 10 IN VENUE HISTORY

April 2025 set the record for highest attended show of the year with a sold-out Shane Gillis performance of **19,619** attendees - **among the top 10 in venue history**. Seventeen's back-to-back sold-out performances were also standout events of the year.

On December 13, Capital One Arena hosted **WWE icon John Cena's final match**, another staple event in the building's rich history of third-party programming. The total sellout event brought in **more than 19,000** attendees. The event was also televised nationally on NBC and Peacock, attracting millions of additional viewers to witness history in the nation's capital.



John Cena's final match, Capital One Arena



Monumental **IMPACT** — Venues, Capital One Arena continued



**SOCIAL MEDIA**

(FROM JAN. - DEC. 2025)

**18.3M**

OVERALL IMPRESSIONS

**+8.1%**

OVERALL SOCIAL AUDIENCE HAS INCREASED

**566k**

OVERALL ENGAGEMENTS

**+86%**

YOY INSTAGRAM NET FOLLOWER GROWTH INCREASING IN 2025

**62k**

OVERALL CONTENT SHARES



**AWARDS**

- ▶ **Fast Company's Innovation by Design Awards, Experimental and Conceptual Design finalist - Visibowl™ (MSE, Gensler)**
- ▶ **International Association of Venue Managers, 30 Under 30 - Kaishin Lin (Senior Manager, Events)**
- ▶ **Leaders Sports Awards, Unsung Hero Award - Chris Sheap (Senior Vice President, Ticket Operations)**



Erin Mitchell Martin, Pollstar, Women of Live

- ▶ **Leaders Sports Awards, Leaders Under 40 - Jordan Silberman (President, Venues)**
- ▶ **Pollstar, Ticketing Star - Laura Bryer (Vice President, Ticket Operations)**
- ▶ **Pollstar, Women of Live - Erin Mitchell Martin (Vice President, Venues Marketing)**
- ▶ **Sports Business Journal, Forty Under 40 - Jordan Silberman (President, Venues)**



J Balvin, Capital One Arena



Kaishin Lin, International Association of Venue Managers, 30 Under 30



Chris Sheap, Leaders Sports Awards, Unsung Hero Award



Jordan Silberman, Sports Business Journal, Forty Under 40

Monumental **IMPACT** — Venues continued

# EagleBank Arena

EagleBank Arena, located on the campus of George Mason University, hosts a robust calendar of annual events highlighted this year by fan-favorite acts such as the Ringling Brothers Circus, Disney on Ice, Cliche, Conan Gray, P1 Harmony, and more. The venue hosted over **180** events in 2025, drawing in over **588,000** fans.



Alabama, EagleBank Arena

In addition to the **58** concerts and events in 2025, EagleBank Arena also hosted **37** George Mason University basketball games and **53** local graduations, which included an impressive 38 high school graduation ceremonies over just a three-week span.

With Capital One Arena closed for summer renovations, **two** sold-out Washington Mystics games were played at EagleBank Arena in July 2025 against the Chicago Sky and the Las Vegas Aces.



Ringling Brothers Circus, EagleBank Arena



## SOCIAL MEDIA

(FROM JAN. - DEC. 2025)

**4M**  
OVERALL IMPRESSIONS

**+7.8%**  
OVERALL SOCIAL AUDIENCE HAS INCREASED

**40k**  
OVERALL ENGAGEMENTS

**+51%**  
YOY INSTAGRAM NET FOLLOWER GROWTH INCREASING IN 2025

## EAGLEBANK ARENA

**38**  
HIGH SCHOOL GRADUATIONS

**58**  
CONCERTS/ EVENTS

**186**  
TOTAL EVENTS

**53**  
LOCAL GRADUATIONS

**37**  
GMU BASKETBALL GAMES

# Monumental **IMPACT** Business



Capitals - Coupang jersey patch

## Partnerships

### THROUGHOUT THE 2024-25 SEASON

- ▶ The **Wizards** ranked **3rd** in the **NBA** for total sponsorship categories sold
- ▶ The Capitals team partnership revenue ranks among the **top 5** in the **NHL** for partnership revenue
- ▶ The Capitals were also the **#1** team in the NHL in total sponsorship deals. The team's digital revenue ranks **5th** in the NHL and **2nd** among like-markets, highlighted by marquee partnerships surrounding the Gr8 Chase, jersey patch deals, and sponsored social activations

Additionally, MSE's Global Partnerships team signed **three** founding partners for the new sports & entertainment district - United Airlines, Vanda Pharmaceuticals, and Ticketmaster.



Vanda Pharmaceuticals

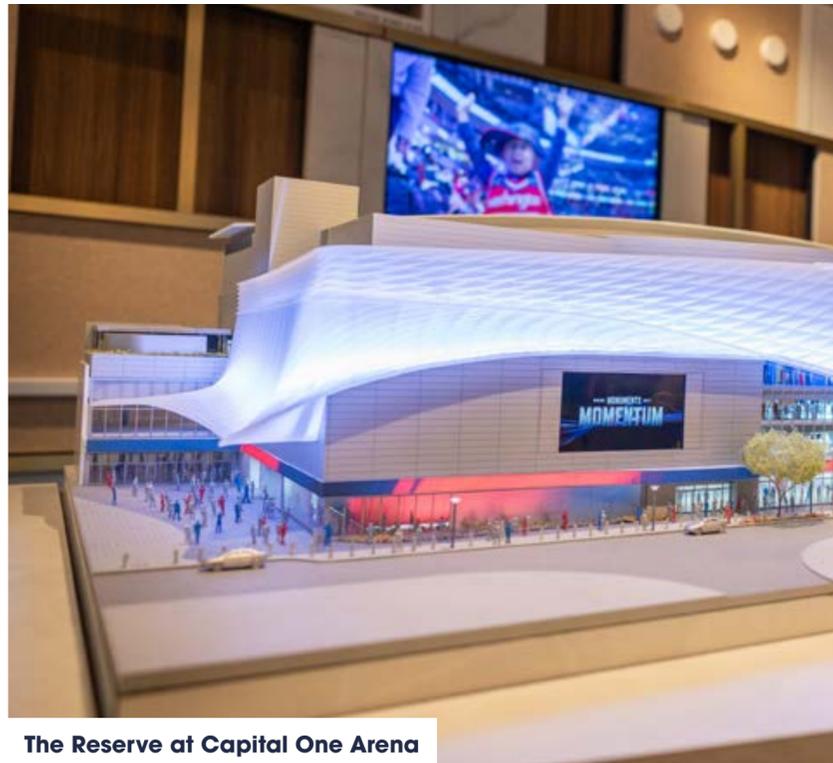
<b>ticketmaster</b> New arena founding partner	<b>VANDA</b> PHARMACEUTICALS INC. Mystics jersey patch, MNMT studios entitlement, new arena founding partner	<b>leidos</b>
<b>UNITED</b> New arena founding partner, United Club & Lounge entitlement	<b>coupang</b> Capitals home jersey patch	<b>CISCO</b>
<b>CareFirst</b>	<b>NEW PARTNERS &amp; MARQUEE UPSELLS</b>	
<b>LEXUS</b> Vaults suites entitlement	<b>DXC</b> TECHNOLOGY	<b>CDW</b>
<b>paze</b>	<b>VIRGINIA LOTTERY</b>	<b>EMPOWERING EDUCATION</b>
	<b>dancker</b>	<b>BMW</b> Naming rights for Players' Club space at Capital One Arena

<b>GDIT</b>	<b>Red River</b>	<b>THUNDERCAT</b> TECHNOLOGY
<b>MILESTONE RENEWALS</b>		
<b>World Wide Technology</b>	<b>Google</b>	<b>AMTRAK</b>

Monumental **IMPACT** — Business continued

# Suites

Following the completion of the initial phase of construction, Monumental opened several marquee premium spaces at Capital One Arena, including the United Globe Club and Lounge as well as the Lexus Vaults.



The Reserve at Capital One Arena

Ahead of next season, MSE unveiled a new Innovation Suites concept that will fuse modern hospitality with cutting-edge collaboration capabilities to round out the newest premium offerings at the reimagined arena. Three new luxury suite offerings – the Founder Suites, Signature Suites, and Executive Suites – are also set to debut ahead of the 2026-27 season, which will feature a completely redesigned VIP entry experience, private elevators and escalators for suite holders, expanded parking options, and a full-service concierge team.



Monumental Premier Strategy Launch

## THE RESERVE

In the offseason, MSE unveiled The Reserve at Capital One Arena, a best-in-class preview center of the downtown arena to immerse prospective business partners, VIP guests, and clients in the luxury offerings and technological innovation planned for the new building. In total, the Reserve has hosted hundreds of unique clients over six months to secure new business opportunities.

## MONUMENTAL PREMIER STRATEGY LAUNCH

Designed to provide a best-in-class service to VIP clients, MSE launched the new Monumental Premier Strategy which includes a new Premium Concierge program. The program features a hand-curated team of hospitality experts trained in five-star service standards and empowered to deliver seamless support to all premium clients. MSE's strategic partnership with Élan Arc introduces an emotionally intelligent hospitality model to redefine what's possible for a premium live entertainment experience.

# Monumental IMPACT Workforce



## People & Culture

In 2025, MSE continued to strengthen its workforce with the addition of fresh talent, new capabilities, and diverse perspectives through the welcoming of new full-time hires across the enterprise.

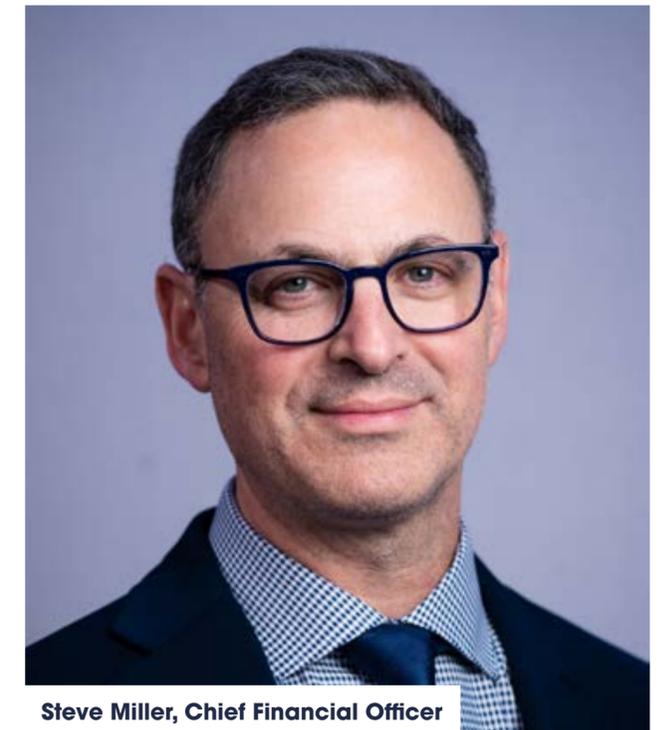
The additional onboarding of hundreds of new part-time employees further strengthened event operations, game-day execution, and venue support. MSE expanded its early-career pipeline by welcoming **30** Summer Interns (May - August) and **35** Seasonal Interns (September - April). The organization also supported the NBA HBCU Fellowship Program by hosting two Summer Fellows and three Seasonal Fellows, providing meaningful professional experience and exposure to the sports and entertainment industry.

### NEW EXECUTIVE LEADERSHIP

As part of MSE's continued commitment to building a strong and dynamic leadership core, the organization welcomed two distinguished executives to join Monumental's senior leadership team. **AJ Jones II** joined MSE as Chief Strategic and Corporate Communications Officer to oversee corporate narrative, stakeholder communications, brand positioning, and growth strategy across Monumental's portfolio. In October 2025, **Steve Miller** was appointed Chief Financial Officer to steer MSE's financial strategy, corporate asset portfolio, and long-term business trajectory across the organization. Together, the executive additions strengthen MSE's ability to advance business objectives with guided strategic communications and financial discipline to propel the company's next chapter of growth.



AJ Jones II, Chief Strategic and Corporate Communications Officer



Steve Miller, Chief Financial Officer

Monumental **IMPACT** — Workforce continued



Raul Fernandez

The great work accomplished in 2025 would not be possible without Monumental's partners - trusted collaborators committed to supporting our teams, operations, and long-term vision for growth. Our partners play a vital role in MSE's success, and they always have our back.

**INVESTOR UPDATES**

In December, MSE announced Arctos Partners as the organization's newest minority investor, a new investment to accelerate growth and innovation across the enterprise. Existing investor Qatar Investment Authority also increased its equity stake in MSE, consistent with the sovereign wealth fund's focus on long-term, high-value investments.



**MONUMENTAL SPORTS & ENTERTAINMENT PARTNERS**

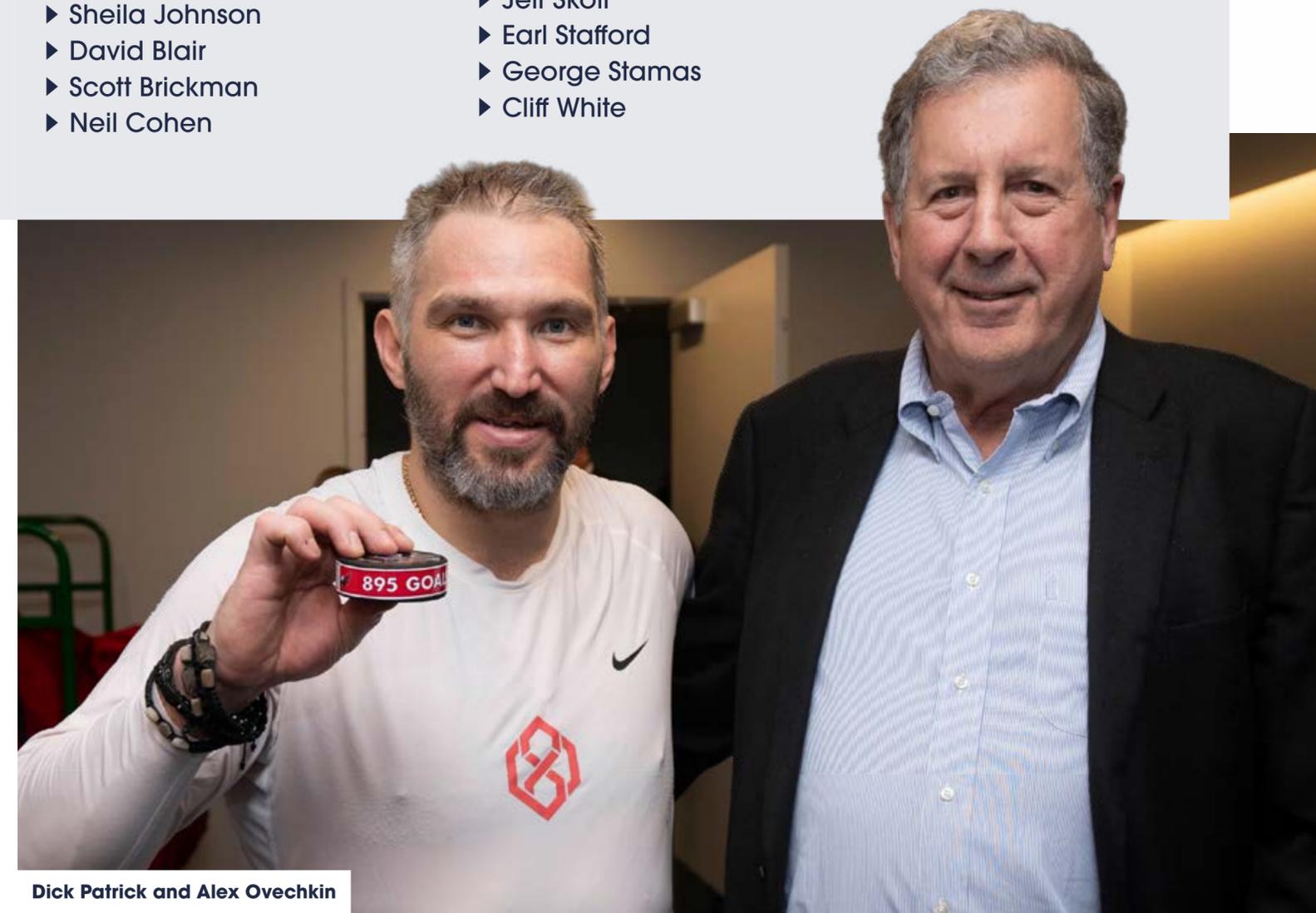
▶ **Ted Leonsis** - Founder, Chairman, Managing Partner, and Chief Executive Officer

▶ **Partners**

- ▶ Zach Leonsis
- ▶ Dick Patrick
- ▶ Raul Fernandez
- ▶ Sheila Johnson
- ▶ David Blair
- ▶ Scott Brickman
- ▶ Neil Cohen

- ▶ Jack Davies
- ▶ Rich Fairbank
- ▶ Michelle Freeman
- ▶ Jeong Kim
- ▶ Mark Lerner
- ▶ Kyle Mody
- ▶ Tony Nader
- ▶ Fred Schaufeld
- ▶ Jeff Skoll
- ▶ Earl Stafford
- ▶ George Stamas
- ▶ Cliff White

- ▶ Qatar Investment Authority
- ▶ Arctos Partners
- ▶ **In memoriam of**
- ▶ Josh Freeman (2006)
- ▶ Rick Kay (2020)
- ▶ Roger Mody (2025)



Dick Patrick and Alex Ovechkin

Monumental **IMPACT** — Workforce continued

# Access, Impact, and Inclusion

MSE's Access, Impact, and Inclusion (All) department leads efforts to create environments where inclusion is prioritized, belonging is felt, and every individual is supported to reach their full potential.

By managing **eight** Employee Resource Groups (ERGs), curating cultural immersion experiences, leading community impact initiatives, and cultivating corporate and nonprofit collaborations, All ensures that every voice, internal and external, is heard and represented.

### EXTERNAL ENGAGEMENT OPPORTUNITIES

The All team partners with community organizations across the DMV to advance social equity and deliver initiatives that reach diverse populations. In 2025, MSE's ERGs contributed more than **500** volunteer hours and donated **\$100,000** to local nonprofits supporting individuals experiencing homelessness, inclusive communities, youth development, people with disabilities, and more. MSE also contributed over **\$125,000** to local corporate organizations committed to fostering purposeful partnerships and advancing business practices that create sustainable community impact.



Women of Monumental Sports Network panel

“Through these efforts, All not only champions inclusion within MSE but also strengthens our organizational impact in the broader D.C. community, building a workplace and community culture that reflects our values, our fans, and the people we serve.”



Capitals Hispanic Heritage Month event



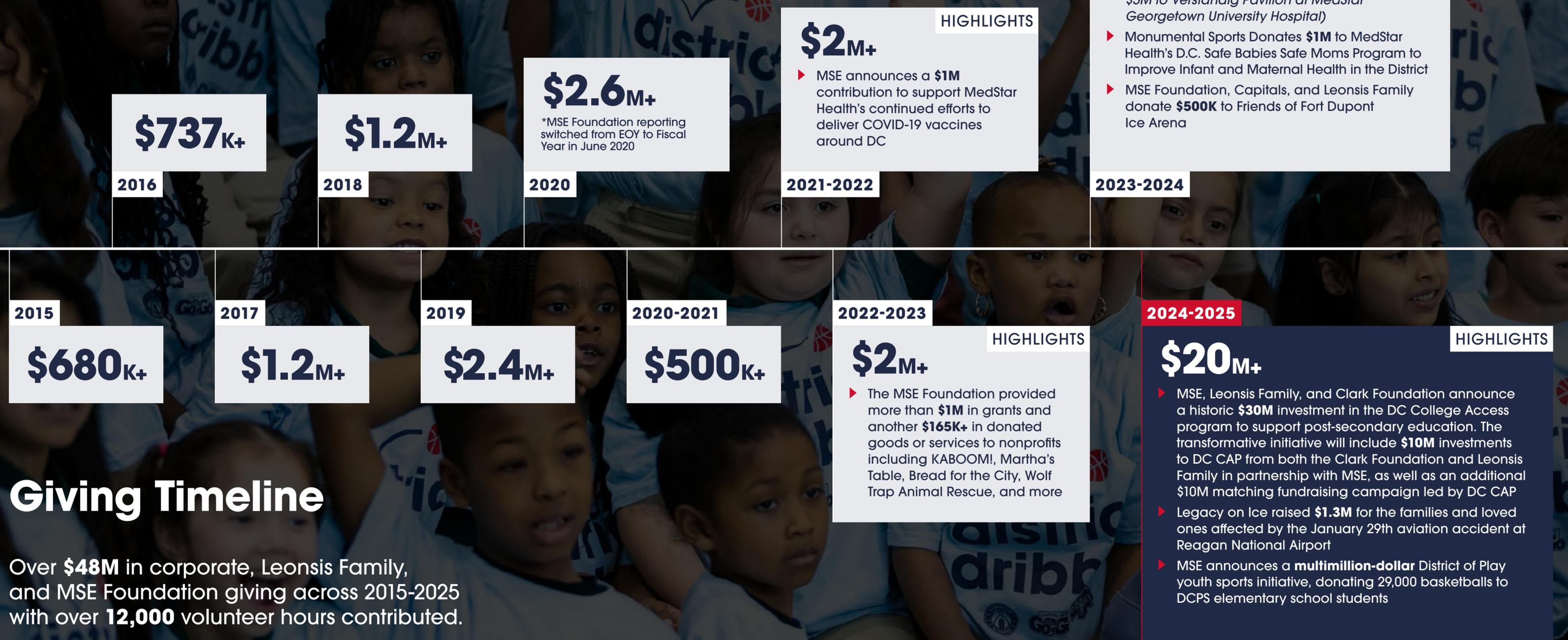
### AWARDS

- ▶ **Hashtag Sports Awards**
  - ▶ **Sports & Entertainment Company of the Year for Engagement Excellence - MSE**
  - ▶ **Best Employee Engagement - MSE**
- ▶ **Newsweek, Best Place to Work - MSE**
- ▶ **Sports Business Journal, Influence 125 List - Ted Leonsis**
- ▶ **Washington Business Journal, Best Place to Work - MSE**
- ▶ **Washingtonian, Most Powerful Women**
  - ▶ Sheila Johnson
  - ▶ Michelle Freeman
  - ▶ Monica Dixon
- ▶ **Washington Post, Best Place to Work - MSE**



Washington Business Journal, Best Places to Work

# Monumental IMPACT Community Impact



## Giving Timeline

Over **\$48M** in corporate, Leonsis Family, and MSE Foundation giving across 2015-2025 with over **12,000** volunteer hours contributed.

Monumental **IMPACT** — Community Impact continued

# MSE Foundation

The Monumental Sports & Entertainment Foundation continues to uphold MSE’s double-bottom-line philosophy through supporting corporate, team, league, and player initiatives.

Throughout the 2024-25 season, the Foundation contributed over **1,600** volunteer hours to benefit nonprofits including KABOOM!, DC Central Kitchen, Greater D.C. Diaper Bank, and Martha’s Table. Through MSE’s 50/50 raffles at Capitals and Wizards home games, over **\$200K** has been raised so far during the 2025-26 season to benefit the Foundation and its nonprofit partners.



## BY THE NUMBERS

(FY 2024-25)

# ≈\$200k

IN-KIND DONATIONS

# \$4.2M+

RAISED ACROSS 50/50 GAME RAFFLES, AUCTIONS, MERCHANDISE SALES, NONPROFIT EVENTS, AND MSE’S LEGACY ON ICE FIGURE SKATING TRIBUTE

- ▶ **Legacy On Ice** = \$1,307,786
- ▶ **50/50 Raffles** = \$1,282,420
- ▶ **Online Auctions** = \$469,572
- ▶ **Events** = \$300,586
- ▶ **Merchandise Sales** = \$291,823



## MONUMENTAL **IMPACT:**

# \$2,865,128

IN GRANTS



Legacy on Ice at Capital One Arena

## LEGACY ON ICE

In partnership with US Figure Skating and Entertainment Gang, MSE created Legacy on Ice, a live figure skating benefit to raise funds and support those affected by the January 29 aviation tragedy at Reagan National Airport. The event raised over **\$1.3M** to support nonprofit partner organizations, with MSE providing an additional **\$249K** in-kind contributions to labor, staging and event production. Monumental’s ownership group also donated **\$250K** to support the production team who choreographed and filmed the event.

The event brought in a sold-out crowd at Capital One Arena of **15K** attendees including **500** first responders and approximately **150** family members of the victims. To raise additional awareness and donation opportunities, the event also received international support across the official Olympics, Team USA, NBC Sports and US Figure Skating social media platforms, reaching a combined audience of more than **50M**.

Monumental IMPACT — Community Impact continued

# District of Play

On top of existing youth sports programming across basketball and hockey, MSE's *District of Play* initiative was created as a multi-year, multimillion-dollar investment.

Focused on expanding access to youth sports across D.C., Monumental's approach to the program aligns along three broad areas of work:

### SAFE PLACES TO PLAY:

Create safe and engaging environments for children throughout D.C. to play and grow.

### EMPOWERING ALL PLAYERS:

Provide opportunities for children of all backgrounds and abilities to participate and benefit from the positive impacts of sports.

### ENGAGING THE COMMUNITY:

Strengthen the social fabric of youth sports by supporting and engaging the broader community.



### BY THE NUMBERS

# 43,250+

IMPACTED BY NEW, SAFE PLACES TO PLAY

- ▶ 3 refurbished courts opened
- ▶ 1 new playground impacting 560+ kids
- ▶ 1 new street hockey rink
- ▶ 20-30k reached through pop-up seasonal rinks



District of Play, Girls Empowerment Program



District of Dance, Wizards halftime performance

# 150,873+

IMPACTED BY GIRLS PROGRAMMING, DONATIONS, AND SCHOLARSHIPS

- ▶ 29,934 DCPS students received basketballs
- ▶ 2,378 kids transported to ice rinks for skating/hockey
- ▶ 4,320 participated in free basketball clinics
- ▶ 314 new rental skates provided to Fort Dupont
- ▶ 600 sports bras donated to young female athletes

# 22,877+

IMPACTED BY COACHING AND COMMUNITY ENGAGEMENT INITIATIVES

- ▶ 415 coaches received US Basketball licenses
- ▶ 175 students from 11 DCPS schools participated in District of Dance programming
- ▶ 30 high school games aired on MNMT
- ▶ 60+ players in Ward 8 Midnight Basketball
- ▶ 5,406 families supported through seasonal drives
- ▶ 145 students in Flag Star leadership internship

Monumental **IMPACT** — Community Impact continued

# Youth Hockey Development

Off the ice, Capitals youth hockey programming is a driving force to encourage all to play, through robust programming in schools, the Capitals *All Caps All Her* (ACAH) girl's empowerment programming, Future Caps *Learn to Play* initiatives, and more.



## BY THE NUMBERS

(2024-25 SEASON)

# 1.2M

CHILDREN INTRODUCED TO HOCKEY IN THEIR P.E. CLASSES THROUGH HOCKEY SCHOOL PROGRAM

# 3,107

TOTAL WOMEN AND GIRLS PARTICIPATED IN ACAH PROGRAMMING

# 1,279

FUTURE CAPS LEARN TO PLAY PROGRAM PARTICIPANTS



Monumental **IMPACT** — Community Impact continued

# Youth Basketball

In parallel to District of Play’s programming, Jr. Wizards and Mystics programming continues to target underserved communities in providing scholarships, funding, and equipment to young athletes.



## BY THE NUMBERS

(2024-25 SEASON)

# 80

DCPS ELEMENTARY SCHOOLS RECEIVED BASKETBALL AND P.E. EQUIPMENT FOR THE SCHOOL YEAR

# 4,000+

D.C. YOUTH IMPACTED BY FREE CLINICS INCLUDING SUMMER CAMPS AND PREGAME CLINICS WITH NBA AND WNBA PLAYERS

# 1,500+

YOUTH PARTICIPANTS IN JR. WIZARDS CLINICS THROUGH RECREATIONAL LEAGUE FUNDING

# TWO

NEW AND REFURBISHED OUTDOOR COURTS AND **ONE** OUTDOOR COURT SERVING OVER **24K** KIDS ACROSS WARDS 7&8

# THE THIRD

ANNUAL *BASKETBALL DAY IN THE DMV* FEATURED **FIVE** CONSECUTIVE HIGH SCHOOL MATCHUPS SHOWCASING TOP TALENT THROUGHOUT THE DMV. THE BROADCAST ON MNMT OUTPERFORMED **LAST YEAR'S EVENT** BY 103%

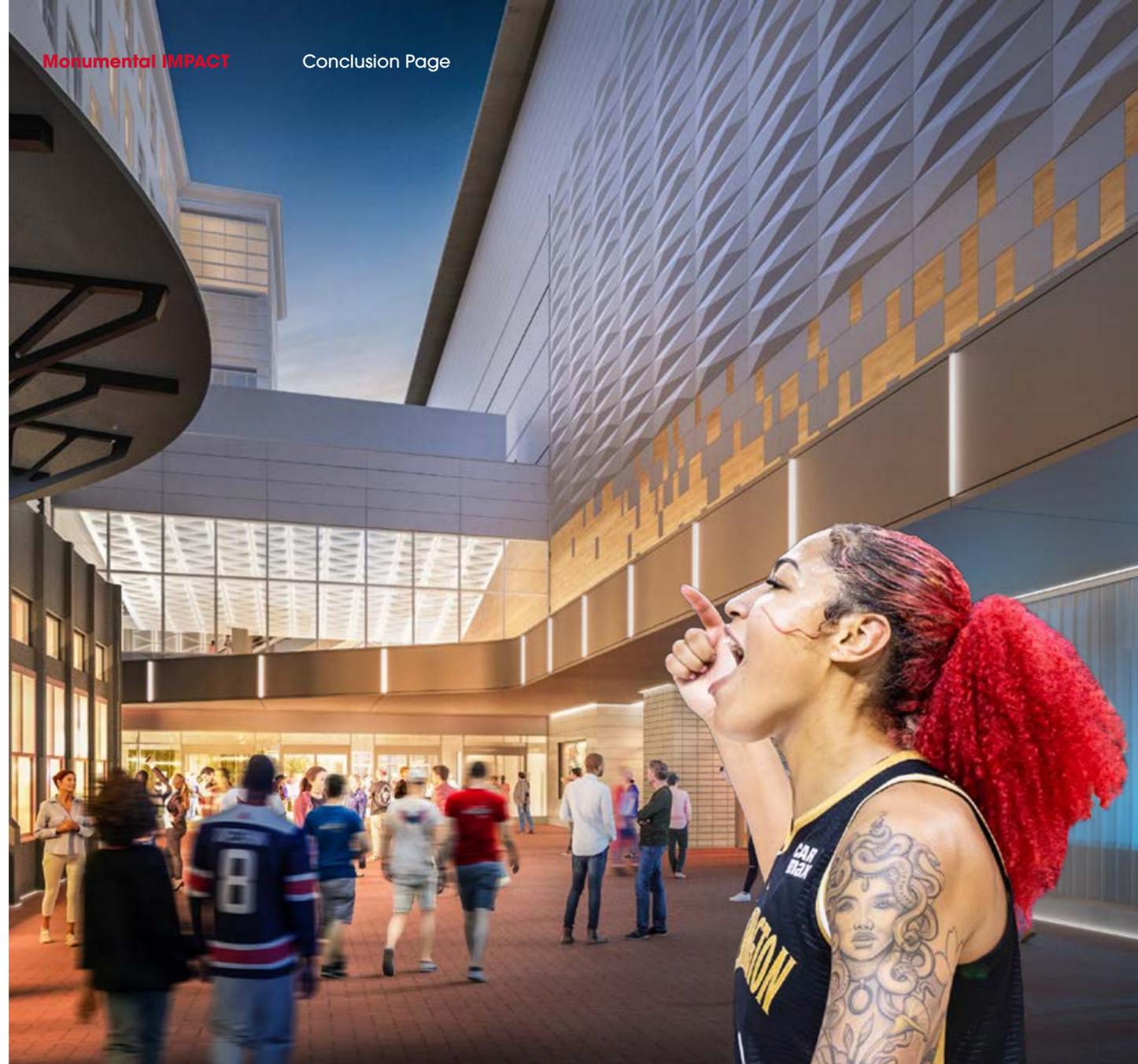
Monumental **IMPACT** — Community Impact continued

# DC Impact

Capital One Arena's transformation project continues to be a driving economic engine in the Chinatown neighborhood.

**90%** of the arena's visitors come from outside the District, bringing consumer spending from surrounding areas and strengthening the local economy.

The Washington Metropolitan Area Transit Authority (WMATA) is a key partner in moving fans to and from Capital One Arena's **150** annual live events. On event days, ridership at the Gallery Place station jumps **20 to 45%**, with upwards of **18K** riders traveling through in a single evening, essentially adding an extra weekday rush-hour surge into the downtown core.



**MONUMENTAL IMPACT:**

# 90%

OF THE ARENA'S VISITORS COME FROM OUTSIDE THE DISTRICT



## AWARDS



Ted Leonsis, Blue Star Families Awards

- ▶ **Blue Star Families, Connie J. Milstein Philanthropic Award** - Ted Leonsis
- ▶ **Capital Emmys, Community Service Award** - MSE
- ▶ **ESPY Humanitarian Awards** - District of Play (*finalist*)
- ▶ **Martha's Table, Inspiration Award** - John Thompson III
- ▶ **Mayor's Office on Women's Policy and Initiatives, Women of Excellence Award** - Monica Dixon
- ▶ **Thurgood Marshall College Fund Gala Honorees** - MSE, Leonsis Family
- ▶ **Washington Business Journal, Top Corporate Philanthropist** - MSE

# Conclusion Page

This year, Monumental Sports & Entertainment strengthened its teams, platforms, and community impact across the region. **Thank you to our fans, partners, and the Washington, DC community for your continued trust and support as we build what's next.**

