



CASE STUDY

SIMPLIFYING INVENTORY. GROWING REVENUE.

The Shift:

The Buffalo Sabres were operating with an outdated pricing structure and enlisted the help of Two Circles to support a three-year strategic plan focused on rebuilding and modernizing their corporate partnerships business. With a broad portfolio across broadcast, community, digital, entitlement assets, hospitality, and in-arena, Two Circles presented opportunities that brought clarity and consistency to how their inventory is organized, valued, packaged, and ultimately taken to market.

Together, the Sabres and Two Circles reset their inventory model around clearer categories and product lines, using KORE-powered benchmark data to guide valuation and pricing recommendations. The result is a more scalable foundation for renewals, new sales, reporting, and long-term partnership growth.

46%

Reduction in rate card categories

29%

Reduction in commercial inventory

150+

Remaining assets valued

“We knew there was more value in our inventory, but we needed a clearer way to see it, package it, and take it to market. Two Circles helped us build that foundation.”

— Jake Vernon, Chief Commercial Officer, Buffalo Sabres

Business Impact:

The Buffalo Sabres' inventory reset shows how partnership growth can start with a cleaner commercial foundation. By making inventory easier to organize, value, package, and track, the Sabres can move into renewals and new sales conversations with more clarity and confidence.

The result is a more scalable way to manage partnership assets, support rollover planning, strengthen reporting, and identify new revenue opportunities across the business.

What Changed:

The Sabres needed a clearer way to manage and activate their partnership portfolio.

Working with Two Circles, the organization built:

- A cleaner inventory structure across core commercial categories
- More intuitive product lines to make assets easier to classify and manage
- Stronger rollover readiness for renewal, packaging, and new sales conversations
- Benchmark-backed guidance to help value key assets with more confidence
- Clearer partner packaging options across in-arena, digital, broadcast, and hospitality inventory
- Tiered structures for social, broadcast, and videoboard assets
- A stronger internal system for inventory tracking, reporting, and pipeline management with the KORE Platform as its foundation

How It's Being Activated:

Cleaner inventory model: Inventory is organized into clearer categories and product lines, making assets easier to manage, package, and sell.

Rollover readiness: The reset gives the Sabres a stronger foundation for renewal planning, inventory rollover, and new sales conversations.

Benchmark-backed valuation: KORE-powered market data helps guide asset values across comparable NHL teams and broader sports benchmarks.

Smarter packaging: Clearer inventory structure helps the team build stronger partner packages and reduce asset overlap.

Tiered partner options: Social, broadcast, and videoboard assets are grouped into tiers, making it easier to match opportunities to partner goals and budgets.

Platform-enabled management: The reset supports stronger KORE adoption across inventory tracking, pipeline management, reporting, and finance.



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Get in touch to explore what the right sponsorship intelligence and inventory strategy could do for your business. Contact hello@twocircles.com

