



Yum!

Team Services Client Yum! Brands Kentucky Derby Sponsorship Valuation



Yum!

Yum! Brands engaged Team Services to assist with renegotiation of its Kentucky Derby presenting sponsorship

Team Services' analysis helped Yum! reach a **six-figure reduction** in annual fees from the asking price – allowing Yum! to maintain its sponsorship and most strategic assets

Team Services conducted an in-depth analysis of the sponsorship and associated assets to assess the partnership's true value



CHURCHILL DOWNS
INCORPORATED



**KENTUCKY
DERBY**



Team Services