



BALL & KSE: GLOBAL PARTNERSHIP

Ball Corporation, a leader in cutting-edge aluminum beverage packaging, and Kroenke Sports & Entertainment (KSE), a major sports and entertainment holding company, have established a first-of-its kind global partnership across three marquee venues in Denver, Los Angeles and London. The partnership is founded on a shared vision to advance sustainability in sports and entertainment by strengthening in-venue aluminum recycling, providing fans with a more environmentally friendly fan experience, and showcasing aluminum beverage packaging as the most sustainable choice.

The Ball-KSE Partnership at a Glance



Spanning Denver – Ball Arena; Los Angeles – L.A. Rams & SoFi Stadium; and London – Arsenal F.C., the partnership will reach more than 6.5 million attendees at the venues each year (pre-pandemic).*



Sustainable aluminum beverage packaging, including aluminum cans, bottles and the Ball Aluminum Cup™ will be available at each venue.



At all three venues, the partnership will enhance sustainability through fan-facing recycling programs available on-site at sporting events, concerts and family shows.



The partnership will focus on local community programs across Denver, Los Angeles and London and increase awareness on the importance of aluminum recycling.

Venue Specifics

BALL ARENA Denver, Colorado

- The partnership includes naming rights for Ball and KSE's hometown arena in Denver (formerly Pepsi Center), home to the NBA's Denver Nuggets, NHL's Colorado Avalanche and NLL's Colorado Mammoth.
- At Ball Arena, Ball is KSE's Official Sustainability Partner.
- Ball is working with KSE to transition to infinitely recyclable aluminum beverage packaging – cans, bottles, and cups – for 100% of the venue's concessions, with the goal of supporting a more circular system by 2022.
- The partnership includes a comprehensive recycling and sustainability plan, which will work toward 100% collection and recycling of aluminum beverage packaging at the venue, in addition to making sustainability part of the fan experience both in-stadium and at home.

SOFI STADIUM & LOS ANGELES RAMS Los Angeles, California

- Ball has partnered with KSE's NFL team, the Los Angeles Rams, and their home stadium, SoFi Stadium, to implement in-venue aluminum beverage packaging and recycling programs.
- Ball is the official Infinitely Recyclable Aluminum Packaging Partner of SoFi Stadium and the Los Angeles Rams.
- The Ball Aluminum Cup™ will be available at all SoFi Stadium events, in addition to the LA Rams team training facilities and camps.

ARSENAL F.C. London, England

- Ball has partnered with Arsenal F.C. to become its Official Sustainable Aluminum Beverage Packaging Partner.
- Arsenal will integrate the Ball Aluminum Cup™ into suites and clubs at Emirates Stadium, its training ground and its facilities.



Aluminum: A Sustainability Champion

Aluminum is a
sustainable solution
for single-use packaging.

Aluminum can be recycled an
infinite number of times
without ever losing quality.

75% of all aluminum
ever produced is still in
use today.¹

In the U.S., an aluminum
can contains an average of **73%**
recycled content.

The energy saved by recycling
100% of aluminum cans in the
U.S. could power **4 million**
homes for a full year.

Aluminum cans have a global
recycling rate of **69%**² and
recycling yields of more than **98%**³,
making them the world's **most**
recycled beverage container.

Aluminum is the only beverage packaging in the bin that more than
covers its cost of collection and processing in
recycling programs.

After being used, aluminum beverage packaging can be recycled and
returned to a store shelf as a new can, new bottle or new cup in just
60 days.



For more information, please visit: <https://www.ball.com/>

¹Source: The Aluminum Association | ²Source: Alupro | ³Source: Delft University of Technology

*Based on pre-pandemic attendance numbers.