

LA CLIPPERS ANNOUNCE LEXUS AS FOUNDING PARTNER OF INTUIT DOME

February 15, 2024

Image not found or type unknown



LOS ANGELES (Feb. 15, 2024) – As the LA Clippers prepare to open their new home Intuit Dome in August, the team has announced luxury automotive brand, Lexus, as an Intuit Dome Founding Partner. As one of its longest-tenured partners, Lexus will be named “the official luxury vehicle of the LA Clippers and Intuit Dome,” receiving entitlement of the Lexus Courtside Lounge at the new arena.

“As a longstanding partner of the LA Clippers, Lexus is proud to support the team as it moves into its new home Intuit Dome,” said Marcus Williams, general manager, Lexus Western Area. “We look forward to elevating the fan experience of Clipper Nation and concertgoers at the Lexus Courtside Lounge, delivering a premium destination only Lexus could offer.”

The Lexus Courtside Lounge will provide an exclusive, high-end hospitality experience for floor seat holders at all Intuit Dome events, including Clippers games and concerts. It is designed by internationally renowned interior designer Rita Konig, whose expertise has earned her AD100, House & Garden Top 100, and ELLE DECOR A-List honors. Konig’s custom concept for the space includes the unique, layered finishes she is known for, such as fabric walling and using mirrors and brass finishes to reflect light around the space and create intrigue and glamor.

“We look for partners who share our priorities and our vision, and there’s none better than Lexus, with its emphasis on creativity, innovation, and customer interaction. At Intuit Dome, the Lexus Courtside Lounge will deliver an extraordinary hospitality experience in a space created by Rita Konig, one of the most creative designers in the world. We’re excited to align with Rita and with Lexus to bring their expertise to Intuit Dome and deliver an experience that could not be picked up and placed in any other arena,” said Gillian Zucker, President of Business Operations, LA Clippers and Intuit Dome.

The lounge features an all-inclusive premium food and beverage program, plus a pathway through the center of the space that Clippers players will use to take the floor.

“For many years the Clippers have facilitated connections between dedicated, passionate members of Clipper Nation and Lexus through successful high-touch-point events and activations,” said Scott Sonnenberg, Chief Commercial Officer, LA Clippers and Intuit Dome. “Lexus is one of our longest-tenured partners and we’re thrilled to expand our relationship with them as an Intuit Dome Founding Partner to create the Lexus Courtside Lounge.”

Lexus will receive prominent presence in other areas of Intuit Dome as well, including a vehicle display in the Main Lobby and entitlement of the South VIP Entrance. Integrations continue across the team and arena’s digital and broadcast outlets through popular partnership elements like Lexus Looks player fashion content, the Lexus Dinner Series, and premium hospitality experiences.

Lexus joins naming rights partner Intuit and AT&T, Pechanga, and Ticketmaster as Intuit Dome Founding Partners.

Intuit Dome’s key features include five basketball courts, an outdoor Plaza, 51 uninterrupted rows of seats near the visitor’s bench called The Wall, and the largest-ever double-sided Halo Board ever in an arena. Additional information about the arena and tickets to Clippers games and events there starting in August is available at www.intuitdome.com.