

LUMICUP EXPANDS SPORTS AND VENUE FOOTPRINT WITH NEW PARTNERSHIPS ACROSS MAJOR SPORTS PROPERTIES

Custom LumiCups Now Serving Fans at Inter Miami CF's Nu Stadium, FC Dallas' Toyota Stadium, Chaifetz Arena at Saint Louis University and Oklahoma City Thunder

LOS ANGELES, GA, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- [Lumi](#), creator of the endlessly recyclable aluminum LumiCup, today announced a growing roster of sports and entertainment customers adopting its custom-branded aluminum cups across stadiums, arenas and fan experiences nationwide. New partnerships include Nu Stadium at Miami Freedom Park, Toyota Stadium and FC Dallas, Chaifetz Arena at Saint Louis University, and the Oklahoma City Thunder, underscoring growing demand for premium, customizable drinkware that can enhance the fan experience while supporting venue sustainability goals.

The partnerships reflect the versatility of LumiCup across sports environments. From everyday beverage service throughout an entire stadium to premium seating, luxury suites, VIP events and season-ticket-holder experiences, sports organizations are using LumiCups to create a more elevated beverage experience and extend their brands directly into fans' hands.

"Sports venues are looking for more than a cup—they're looking for ways to elevate the fan experience, create a premium feel and bring their brand into every part of the guest journey," said Kevin Diamond, CEO of Lumi. "What we're seeing across these partnerships is that LumiCup can serve different purposes within a venue, whether that's everyday concessions, premium hospitality or a special experience for season-ticket holders. That flexibility, combined with the performance and sustainability benefits of aluminum, is driving significant interest across the sports industry."



Photo Credit: Sharon Williams

At Nu Stadium at Miami Freedom Park, the recently opened home of Inter Miami CF, LumiCup is now in service throughout the venue. The stadium placed an initial order of 100,000 custom-branded LumiCups across four of its five offered sizes—9 oz., 12 oz., 16 oz. and 24 oz.

At Toyota Stadium, home of FC Dallas, LumiCup is being used in multiple ways across the fan experience. The venue purchased custom 20 oz. cups for premium sections, as well as 12 oz. cups for a season-ticket-holder and VIP beer offering. The 12 oz. beers are sold with the custom LumiCup, helping give the offering a premium feel as the club enters its second season.

Chaifetz Arena at Saint Louis University purchased custom 16 oz. LumiCups for use throughout its basketball arena, including its suites and luxury seating areas, bringing the premium aluminum drinkware experience to fans in the venue's highest-end hospitality spaces.

The Oklahoma City Thunder are using custom 16 oz. LumiCups for season-ticket-holder events throughout the season, turning branded drinkware into an extension of the fan experience beyond game-day concessions.

"These partnerships demonstrate how customizable LumiCup can be within a sports environment," said Diamond. "A stadium may want one size for general service and another for premium seating. An arena may use LumiCup in its suites and luxury areas, while a team may use it to create a memorable experience for its most loyal fans. We're giving sports properties a flexible platform to deliver a better beverage experience while putting their brand directly in fans' hands."

LumiCup's patented manufacturing process creates the lightest and sleekest aluminum single-use cold cup on the market, keeping beverages cold 70% longer while offering an endlessly recyclable alternative to traditional single-use plastic drinkware. Its smooth aluminum surface can also help reduce foam and improve pouring efficiency, supporting faster service during busy concession periods.

The growing sports roster comes as Lumi continues to expand its product portfolio and customer base across hospitality, foodservice, entertainment and events. Earlier this year, the company introduced [multiple cup sizes](#) to serve a wider range of beverage and service occasions. The announcement follows Lumi's recent [\\$4.38 million Series A funding round](#), expanded manufacturing operations and continued growth across hospitality, event and venue partnerships in North America and Europe.

Fully customizable, LumiCups allow businesses to feature up to five-color logos or designs, transforming drinkware into a branded touchpoint for fans, guests and customers.

For more information on LumiCups or to inquire about availability and branding options, visit lumicup.com or contact info@lumicup.com.

About Lumi and the LumiCup

Lumi is revolutionizing single-use drinkware with its groundbreaking product, the LumiCup – the lightest disposable and endlessly recyclable aluminum cup on the market. Founded in 2021 with a vision to combat the global surge in single-use plastic, Lumi's innovative beverage solution offers a stylish, high-performance alternative to plastic cups. Available in five sizes (9 oz., 12 oz., 16 oz., 20 oz. and 24 oz.), LumiCups deliver true material and carbon footprint sustainability while improving the drink experience by staying cold 70% longer. With the planet enduring a staggering 10M tons of annual waste from single-use plastic cups, sophisticated and lustrous LumiCups are an environmentally conscious choice that offer a premium user experience. Join the movement online at lumicup.com and @thelumicup on Instagram. Please contact LumiCup at info@lumicup.com.

Kat Johnson

KJPR

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/937307762>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.