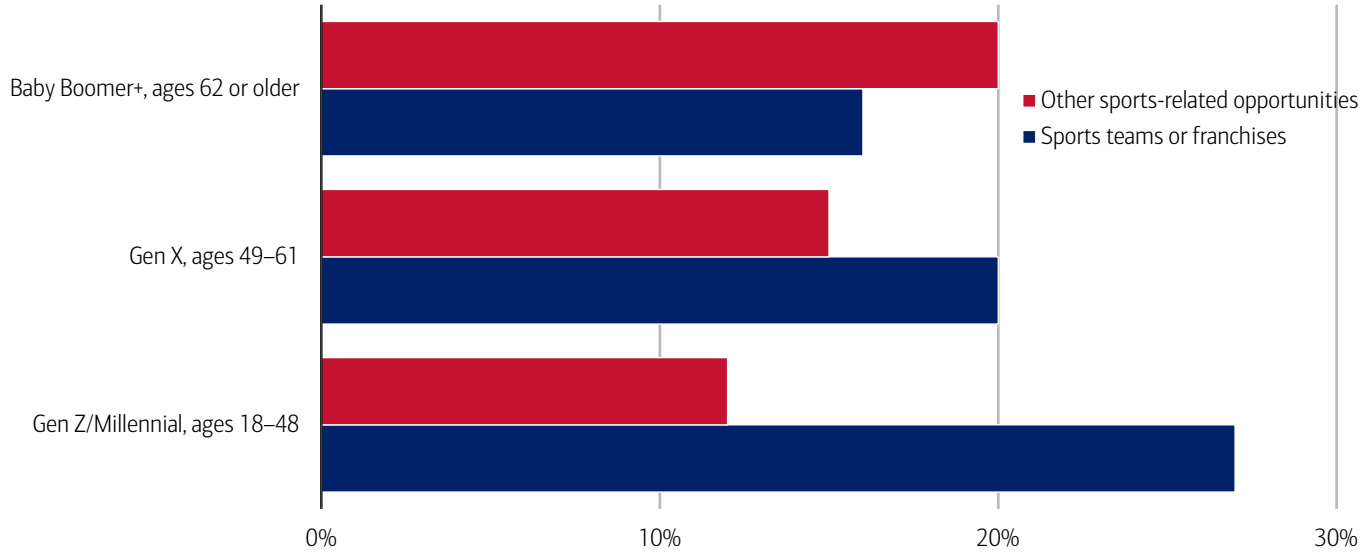
Daily Insights

Sports enter the family office playbook

06 November 2026

Younger family offices favor direct sports ownership
Share of family offices with sports-related investments by generation of principal (%)



Source: 2026 Bank of America Family Office Study: Building for Generations

BANK OF AMERICA INSTITUTE

Sports are becoming part of the family office investment playbook. According to the 2026 Bank of America Family Office Study, around one-third of family offices are already invested in sports teams, franchises or related opportunities, while another 31% are interested but have not yet invested. The type of exposure varies by generation: 27% of offices with Gen Z or Millennial principals invest directly in teams or franchises, compared with 20% of Gen X-led offices and 16% of those led by Baby Boomers or older principals.

That generational divide fits a broader shift in how family offices expect portfolios to evolve. Among offices with a potential next-generation successor, 79% believe alternatives will represent a larger portion of the portfolio. Sports may therefore be more than a trophy asset. The category illustrates how succession could bring new sectors, structures and investment preferences into multigenerational portfolios.

For more, read the Bank of America Family Office Study: Building for Generations.

Methodology

The 2026 Bank of America Family Office Study: Building for Generations, surveyed 355 family office decision makers in the U.S. including executive-level roles, including principals, C-suite, president/founders and investment professionals. The offices range from $25M in AUM to more than $5B, with the majority over $500M. The average office tenure is 11-20 years.

This survey, fielded in January – February 2026, was conducted online for Bank of America Private Bank and executed by Escalent. The opinions and views expressed do not necessarily reflect the opinions and views of Bank of America or any of its affiliates. Bank of America or any of its affiliates are not affiliated with Escalent.

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Sources

2026 Bank of America Family Office Study: Building for Generations

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