

Industries + Sports

# Elway, Tebow, Chick-fil-A CEO Start New Sports Investment Firm



John Elway *Photographer: Isaiah Vazquez/Getty Images*

By [Kim Bhasin](#)

September 10, 2025 at 7:00 AM EDT

### ✦ Takeaways by Bloomberg AI

- Former NFL quarterbacks John Elway, Tim Tebow and Blake Bortles are joining forces with a Chick-fil-A heir's private real estate firm to start a sports investment company called Momentous Sports.
- Momentous Sports will focus on investments in professional sports teams and the real estate ecosystem around them, including stadiums, retail, housing and public-gathering spaces.
- The company will start in the middle-market US sports and is in talks with the NBA and MLB to work on projects surrounding existing stadiums, with its first major project being a professional soccer club in Jacksonville, Florida.

Save now with a special offer.

## Flash Sale: Save 60% on unlimited access to

# Bloomberg

Unlock the global benchmark for business news — just \$149 for your first year.

Or pay with credit card

---

founder Marley Hughes, who is also chief executive officer of Magnolia Hill, said in an interview. “We said we want to be in both.”

Chick-fil-A CEO Andrew Cathy, the grandson of the fast-food chain’s founder, is involved in Momentous through his private real estate firm Four Stones, which has properties concentrated in markets along the US Sun Belt.

Momentous will start in the middle-market US sports such as soccer, minor league baseball and minor league hockey. Hughes said the company is in talks with the NBA and MLB to work on projects surrounding existing stadiums.

Sports team values have skyrocketed in recent years as leagues garner multi-billion-dollar media-rights deals and new stadiums are being built or renovated.

[Sign up for Bloomberg’s Business of Sports newsletter for the context you need on the collision of power, money and sports.](#)

The first major project for Momentous is in its early stages in Jacksonville, Florida, where the firm has invested in new men’s and women’s professional soccer club Sporting Jax. Once the stadium is built, Momentous will also be involved in developing mixed-use spaces around the field.

Hughes said US growth is the main focus for Momentous, but management is looking into team and real estate opportunities abroad in soccer.

Save now with a special offer.

**Flash Sale: Save 60% on  
unlimited access to**

# Bloomberg

Unlock the global benchmark for business news — just \$149 for your first year.

Or pay with credit card

---

Before it's here, it's on the [Bloomberg Terminal](#)

---

©2025 Bloomberg L.P. All Rights Reserved.

---

---

Save now with a special offer.

**Flash Sale: Save 60% on  
unlimited access to**