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Philadelphia Union And Franklin Group Announce Marketing Partnership Agreement

Deal establishes marketing solution company as Proud Partner of Philadelphia Union

CHESTER, Pa. (March 1, 2018) – Philadelphia Union and the Franklin Group today announced an official partnership with the Philadelphia Union, becoming a Proud Partner of the club.

Franklin Group will be the preferred promotional printing partner for Keystone Sports & Entertainment.

“The Franklin Group is the perfect partner for us as we look to enhance our fan experience in new, creative ways,” said Jean-Paul Dardenne, Union Senior Vice President, Corporate Partnerships. “Their work in our industry is unsurpassed and it’s a pleasure for us to be among their extensive list of premium partners.”

"Franklin is excited for the opportunity to partner with the Philadelphia Union," said Steven Zuller, Chief Executive Officer, Franklin Group. "Major League Soccer is the fastest growing league in North America and the Union remain in the forefront of clubs serving an audience hungry for professional soccer."

The Philadelphia Union become the second MLS team (New York Red Bulls) to partner with Franklin Group. In addition to the Union, Franklin has partnerships with other regional teams that include the Philadelphia 76ers (NBA), Delaware 87ers (NBA G League) and Philadelphia Soul (Arena Football League).

ABOUT PHILADELPHIA UNION

Philadelphia was awarded the 16th Major League Soccer franchise on Feb. 28, 2008 and the Union were officially named on May 11, 2009. Owned and operated by Keystone Sports and Entertainment, LLC, the group launched the Philadelphia Union's inaugural season on March 25, 2010 and opened Talen Energy Stadium on June 27. Throughout the club’s history, the Union have reached the Lamar Hunt U.S. Open Cup Final in 2014 and 2015, and have also reached the MLS Cup Playoffs in 2011 and 2016. In 2018, Philadelphia Union will celebrate nine years of top-flight action at Talen Energy Stadium, a soccer-specific stadium that has hosted internationally known clubs Celtic, Chivas de Guadalajara, Everton, Schalke 04, Aston Villa, Pumas UNAM, Stoke City, Crystal Palace, AFC Bournemouth and Swansea City AFC. For more information about Philadelphia Union, visit www.philadelphiaunion.com.

ABOUT THE FRANKLIN GROUP

For over 25 years, Franklin Group has been a leader in printing and marketing solutions, and the exclusive promotional products provider to more than 18 professional sports teams, 50 collegiate sports teams and 1,200 healthcare organizations. Philadelphia Union becomes the third Major League Soccer club to partner with Franklin Group. The company has worked with a diverse group of industries, commercial entities and sports franchises across the NBA, NHL, and WNBA to provide creative products for fans and partners. Utilizing state-of-the-art digital technology, as well as innovative creative solutions we partner with teams and companies to develop distinct marketing strategies and premium collateral for all of their hospitality, printing, and promotional needs. For more information please visit us at www.franklingroupusa.com or contact us at 866 PRINT 88.