

## FRANKLIN GROUP AND MIAMI HEAT ANNOUNCE MARKETING PARTNERSHIP AGREEMENT

*Deal Establishes Marketing Solution Company As Official  
Printing Partner of the NBA Club*

**January 24, 2018** – The Franklin Group announced today an official partnership with the Miami Heat, becoming the Official Printing Partner of the NBA franchise. The partnership is a multiyear deal.

The Miami Heat will provide assets including distribution night on suite levels, networking event opportunities and advertising presence on Heat.com. The Franklin Group will look to enhance the fan experience with innovative co-branding and promotional items.

"One of the most important factors in the HEAT building a partnership with companies is the way they treat clients and conduct business," said **Eric Woolworth, President of The HEATGroup Business Operations**. "The Franklin Group has built a reputation as not only one of the premier printing companies in the industry, but one that nurtures a relationship with clients from project concept to completion. That quality makes the Franklin Group a natural fit for the HEAT and we are thrilled to be in partnership with a world class organization."

"Franklin is proud to partner with one of the most successful franchises in the NBA both on and off the hardwood, the Miami Heat" said **Steven Zuller, Chief Executive Officer, The Franklin Group**. "We are honored to be supporting the organization in all of their printing needs and look forward to connecting with Miami's vibrant business community."

The Heat become the fourth NBA team to partner with the Franklin Group. The other teams include the **Brooklyn Nets, Philadelphia 76ers** and **Washington Wizards**.

### **About The Franklin Group**

For over 25 years, the Franklin Group has served a diverse group of industries, organizations, and commercial entities to provide clients with creative, strategic solutions to meet their needs. As trusted partners to teams in the NBA, NHL, MLS, NFL, MILB, AFL and NEC, NCAA, it is our mission to turn fan passion into brand response. 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](http://www.franklingroupusa.com) or contact us at [866 PRINT 88](tel:866-PRINT-88).

### **About The HEAT Group**

The HEAT Group is comprised of the National Basketball Association's Miami HEAT and the 19,600-seat AmericanAirlines Arena. The HEAT is a three-time champion having won championships in 2006, 2012 and 2013. The 2017-18 season is the franchise's 30<sup>th</sup> anniversary season. AmericanAirlines Arena, home of the HEAT, is a LEED Gold Recertified, award-winning, state-of-the-art facility, which hosts over 150 events per year. For more information, please visit [HEAT.com](http://HEAT.com) and [AAArena.com](http://AAArena.com).