

LEARFIELD, FRANKLIN GROUP UNVEIL A NATIONAL, MULTI-YEAR RELATIONSHIP WITH COLLEGIATE ATHLETIC BRANDS

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NEW YORK, NY – Franklin Group looks to Learfield to develop a deeper presence within the collegiate athletics landscape as the two unveil a four-year partnership providing Franklin Group access to multiple collegiate institutions Learfield represents nationwide.

Franklin Group – a reputable leader in targeted printing and marketing solutions among numerous industries for more than 25 years – will be introduced as a preferred partner to these university relationships concurrent with the start of the 2017-18 athletic season. Among other benefits, Franklin Group will have immediate use of the respective athletic brand marks and logos.

The official agreement, effective through June 30, 2021, allows Franklin Group partner status with Learfield-represented institutions including: Brown University; Eastern Kentucky University; James Madison University; Louisiana Tech University; University of Missouri; University of Nebraska-Omaha; New Mexico State University; University of New Mexico; University of



Northern Iowa; Providence College; Radford University; San Jose State University; Seton Hall University; Southern Illinois University; University of California-Irvine and Virginia Commonwealth University.

In addition to use of marks and “Preferred Partner” designation at these respective collegiate institutions, Franklin Group will work closely with Learfield and its locally based teams to ensure fulfillment of other relationship benefits such as digital visibility on the official athletic website, hospitality and introduction to other athletics’ corporate partners for possible integration.

“At Franklin Group, we recognize the importance and passion that collegiate sports generates in the lives of students, alumni, and staff,” said Steven Zuller, CEO of Franklin Group. “Franklin Group is honored to add Learfield as one of our Premier Partners to our expanding portfolio of elite sports teams, and we look forward to enhancing the fan experience at each institution. We are excited to bring our knowledge and expertise working with professional sports organizations and arenas to the collegiate level.”

“Franklin Group has been a significant player in the professional sports landscape with all the major leagues, and we’re glad to help them grow in the collegiate space. They do exceptional work and have gained tremendous respect from their partners,” said Learfield Executive Vice President, National Sales Roy Seinfeld. “They’ve recently been involved with our Seton Hall Sports Properties team, and as we continued to have conversations with Franklin Group about growing their college presence, the partnership we’re rolling out today is a natural extension for them. We’re excited about working with Steven and his entire team.”

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 the NBA, NHL, MLS, NFL, MLB, AFL and NEC, 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.

Learfield manages the multimedia and sponsorship rights for nearly 130 collegiate institutions, conferences and arenas across the country, and supports athletic departments at all competitive levels as title sponsor of the prestigious Learfield Directors’ Cup. Learfield also provides its collegiate partners access to professional concessions and ticket sales; branding, licensing and trademark consulting; digital and social platform expertise; campus-wide business and sponsorship development; and venue and technology systems through its affiliated companies.