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**FANCOMPASS ANNOUNCES PARTNERSHIP WITH  
SAN RAFAEL PACIFICS BASEBALL CLUB**

*Pacific Association Franchise Joins Premier Digital Destination for Sponsored Fan Engagement*

SAN RAFAEL, Calif. (Feb. 23, 2018)—The San Rafael Pacifics, the most successful independent league team in the Pacific Association of Professional Baseball Clubs, have entered into a partnership agreement with technology company FanCompass, Inc., the premier digital destination for sponsored fan engagement.

The Pacifics, who play an 80-game regular season summer schedule in Northern California, become the latest sports organization to embrace the FanCompass platforms. The San Rafael, Calif.-based company, which currently works with teams in 12 professional sports leagues from across the globe and is translated into more than 15 languages, has forged partnerships with the NFL's Cleveland Browns, the NCAA's Syracuse Orange and now, its San Rafael neighbors, the Pacifics, in the past three months.

Among its partners are franchises in the National Football League, the National Basketball Association, both the Premier League and Major League Soccer, Minor League Baseball and the National Collegiate Athletic Association.

"With FanCompass headquarters based in the same city, we are well aware that the San Rafael Pacifics are a local treasure," said Jamie Pardi, co-founder and CEO of FanCompass. "While they have already established a great relationship with the community, we share (President/GM) Mike Shapiro's view that FanCompass' technology and expertise will only deepen that relationship by providing new ways to connect with its fanbase and expand the Pacifics' universe in terms of new revenue through digital sponsorships. We look forward to growing our partnership with Mike and the Pacifics over the next few years."

"The Pacifics are delighted to enter into a partnership with FanCompass," said Shapiro. "We are excited about adding this new dimension to our marketing program, which will monetize new revenue streams by collaborating with (Executive VP, Global Sales) Jeff Doyle at FanCompass on sponsorable digital campaign activations and identifying new corporate partners."

Professional baseball in Marin dates back to 1910. However, the Pacifics were established in 2011 as a member of the North American League and then joined the newly-established Pacific Association of Professional Baseball Clubs. In the subsequent seven years, San Rafael has claimed a record three league championships.

Customized to the needs of a team's marketing and sponsorship groups, FanCompass collaborates with its clients in creating game ticket and merchandise promotions, authentic behind-the-scenes experiences and fun contests that drive a constant flow of fan engagement throughout the 12-month calendar, including the critical marketing and sales off-season period.

FanCompass seamlessly offers this fully developed, stand-alone digital destination to sports teams, which in turn can promote the popular fan offerings through its Facebook and Twitter accounts, as well as other social channels in driving traffic to its websites.

Founded in 2009 under the name GAGA Sports, Pardi re-launched the company as FanCompass in 2016 with a new emphasis placed on converting fan engagement into revenue. During the past year, he has assembled a world-class management team led by President & Chief Marketing Officer Lisa Fahey, formerly vice president brand management at Annie's, Inc. and brand manager at Pepsico, and Executive Vice President, Global Sales Jeff Doyle, president and founder of Cadence Solutions Partners and former managing director, global sports and entertainment practice at Harvard Group International.

#### About the San Rafael Pacifics

Local long-time Major League Baseball executive Mike Shapiro and co-founding owners Brian Clark and Steve Allen proposed to the City of San Rafael that venerable Albert Field could be transformed into a minor league ballpark. On June 4, 2012 before a sold-out crowd at Albert Park, the first pitch was thrown and the San Rafael Pacifics were launched. On that historic night, San Rafael's own Steve Detwiler hit two massive home runs to support a 3-1 victory for the Pacifics over the Sonoma County Grapes. The Pacifics, beginning their seventh year in operation in 2018, are the league's most successful team having won three championships in the league's first six years and each year supported by the league's highest attendance. In 2017, the Pacifics drew over 18,000 fans over their 39-game schedule, averaging over 450 fans per game played at historic Albert Park in downtown San Rafael. In addition, the Pacifics have established themselves in the local community for their engaging and unique family-oriented fan experience at their games and for their commitment to community service that brought the team recognition as San Rafael's 2015 "Business of the Year", the 2015 "Spirit of Marin" award winner and the 2017 Hispanic Chamber of Commerce's "Business Diversity Award" winner.

#### About FanCompass

Headquartered in San Rafael, Calif, the company was founded in 2009 as GAGA Sports and re-launched in 2016 as FanCompass, the premier digital destination for sponsored fan engagement. The white-labeled platform seamlessly integrates into customers' tech stacks, powering a suite of engagement products to attract fans and sponsors alike. Rights-holders activate their current sponsors and work with FanCompass in-house sales experts to generate incremental revenue from new non-competing digital partnership opportunities. The technology ultimately builds out robust fan databases, generates quality sales leads, and provides infinite digital sponsorship inventory to achieve maximum ROI for all involved. Not only does the proprietary technology help clubs navigate the increasingly complex process of creating successful online fan experiences, but also teams can now convert those experiences into sustainable revenue streams. FanCompass currently works with properties across 12 global leagues and its product is translated into more than 15 languages. Among their partners are teams in the National Football League, the National Basketball Association, the National Collegiate Athletic Association, and both the Premier League and Major League Soccer and Minor League Baseball. For more information, visit [fancompass.com](http://fancompass.com).

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