



CONTACT:

Bob Rose

510-282-7279

bobrosepr@gmail.com

IT'S MARCH MADNESS!: SYRACUSE UNVEILS SWEET 16 TRIVIA CHALLENGE TO WIN 2 SEASON TICKETS TO ORANGE HOME BASKETBALL GAMES NEXT YEAR

ACC School Celebrates NCAA Sweet 16 Appearance in Omaha, Teaming with Technology Partner FanCompass for Unique Promotion

SAN RAFAEL, Calif. (March 20, 2018)— Syracuse University Athletics, in conjunction with technology partner FanCompass--the premier digital destination for sponsored fan engagement with college and professional sports teams--announced today an exciting new digital campaign to celebrate the Orange's advancement to the Sweet 16. Under the Fan Zone on the Orange's website www.cuse.com, fans can enter a trivia contest this week to win two season tickets to Syracuse men's home basketball games next year.

Billed "The Sweet 16 Trivia Challenge," contestants will be asked during the week to answer 16 trivia questions regarding Syracuse's history in the Sweet 16 round of the NCAA Tournament. Anyone who answers all 16 questions correctly will be entered to win two season tickets to the school's 2018-2019 home games at the Carrier Dome. For more information, go to Cuse.com/Tickets

Coach Jim Boeheim's Orange (23-13), which rode its suffocating 2-3 zone defense to a 55-53 upset victory over No. 3 seed Michigan State Sunday in Detroit, will square off against No. 2 seed Duke in the Midwest Semifinals Friday in Omaha, Neb.

The Orange are one of several sports organizations to utilize the FanCompass platforms. The San Rafael, Calif.-based company currently works with teams in 12 professional sports leagues from across the globe and is translated into more than 15 languages. 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.

"Syracuse athletics has been one of our most active clients, creating several innovative campaigns for their large fanbase," said Ryan Breuner, Senior Account Manager at FanCompass. "The Sweet 16 Trivia Challenge is obviously a timely promotion, and one that allows Syracuse fans to fully enjoy the experience of their team playing in March Madness. It also serves as a great platform for their corporate sponsors to reach potential customers."

"Orange fan interest is at an all-time high and this campaign is open to everyone," said Anthony Di Fino, associate athletic director, business development. "Thanks to our partnership with FanCompass, we can give added

meaning to the Sweet 16 with these 16 trivia questions to win a great prize. With such a rich basketball history in the NCAA Tournament, it also gives us an opportunity to share many past memories with our fans.”

About Syracuse Athletics

Syracuse University, which fields 20 sports teams (12 women, 8 men), is a member of NCAA Division 1 and the Atlantic Coast Conference (ACC). The Orange joined the ACC in 2014 after competing in the Big East Conference for several years. Syracuse athletics dates back to 1870, when the baseball program was established. The school’s first intercollegiate football game was staged in 1889. Syracuse has won 15 NCAA team championships in its history, led by the Orange’s legendary men’s lacrosse program, which has claimed 10 titles.

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 11 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.

#####