



*For Immediate Release*

## **BRIGHAM YOUNG UNIVERSITY EXTENDS 31-YEAR PARTNERSHIP WITH PACIOLAN**

### ***University extends Paciolan's ticketing footprint to other campus venues and implements CRM and gift card solutions***

**IRVINE, Calif. and PROVO, Utah (May 13, 2015)** – Paciolan, the leading provider of ticketing, marketing, fundraising and sales automation in college athletics, announced today that Brigham Young University (BYU) has extended its long-term partnership with the company. BYU has been a Paciolan partner since 1984. Paciolan is a subsidiary of the Philadelphia-based sports and entertainment firm Comcast-Spectacor.

With the extended partnership, BYU will continue to leverage Paciolan's industry-leading ticketing, marketing, fundraising, Customer Relationship Management (CRM) and gift card solutions for athletics. BYU has also extended Paciolan's ticketing footprint to BYU Arts (BYU Performing Arts Series, BYU Theatre, Department of Dance and School of Music) and other special events on campus.

"We have partnered with Paciolan for more than 30 years," said BYU Director of Athletics Tom Holmoe. "Their leading technology provides us with a wide variety of tools to sell tickets, market our events and provide exceptional service for our fans."

Through its partnership with Paciolan utilizing the company's online ticketing system, BYU sold more than 120,000 tickets online in 2014 with an average of 94 percent of its customers using pick your own seat map functionality for basketball, football and BYU Arts sales. BYU recently revamped BYUTickets.com to enhance the buying experience and features to enhance the experience of its customers, and also integrated 100 percent of their student sales online and added digital and mobile delivery to increase the university's online functionality.

In conjunction with the extended partnership, BYU implemented Paciolan's CRM solution that will provide the university with a 360-degree view of its fans, donors, season ticket holders, students and customers. In addition to the recent integration of an outbound sales team, BYU staff will be able to provide better service by efficiently managing relationships from a holistic view of each interaction through the CRM system. BYU will have the capability to personalize the sales process and track activity within the system from real-time data that enables staff to deliver world-class customer service.

"We look forward to the CRM solution providing us with greater information on our fan base in terms of what they want and what they need, which will allow us to better serve each individual," said Clark Livsey, Ticket Manager at Brigham Young University.

Additionally, BYU recently integrated Givex's Uptix gift card and e-gift card solution through its partnership with Paciolan. Leveraging the integration, BYU now provides its fans with the ability to purchase BYU-branded gift cards with pre-loaded \$25, \$50 or \$100 values at BYUtickets.com or box office locations. Gift cards are valid and redeemable to purchase tickets for any event ticketed by the BYU Ticket Office or at BYUtickets.com.

"We are excited to extend our long-term partnership with Brigham Young University," said Dave Butler, Chief Executive Officer of Paciolan. "For more than 30 years Paciolan and BYU have worked together to deliver an unrivaled fan and customer experience, and will continue to do so at every event by expanding our footprint to other campus venues."



**About Paciolan**

Founded in 1980, Paciolan is the leader in venue enablement, powering ticketing, fundraising and marketing technology solutions for leading organizations across North America. Collectively, Paciolan powers over 500 live entertainment organizations that sell over 120 million tickets annually. Primary markets include college athletics, professional sports, performing arts and arenas. Paciolan is a wholly owned subsidiary of Comcast-Spectacor.

Visit [www.paciolan.com](http://www.paciolan.com) for additional company information.

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