

*For Immediate Release*

## **SPECTRA TICKETING & FAN ENGAGEMENT (FORMERLY PACIOLAN) ANNOUNCES PARTNERSHIP WITH UNIVERSITY OF TENNESSEE AT CHATTANOOGA**

***University implements integrated ticketing, marketing and fundraising solutions to enhance all fan and donor relationships for athletics and fine arts***

**IRVINE, Calif. and CHATTANOOGA, Tenn. (June 15, 2015)** – Spectra Ticketing & Fan Engagement (formerly Paciolan), the leading provider of ticketing, marketing, fundraising and analytics solutions in college athletics, today announced it has entered into a partnership with the University of Tennessee at Chattanooga (Chattanooga). In conjunction with the new partnership, Chattanooga will implement Spectra Ticketing & Fan Engagement’s industry-leading ticketing, fundraising, Access and email marketing solutions.

“Partnering with Spectra Ticketing & Fan Engagement allows us to provide our fans and donors with an integrated ticketing and fundraising solution,” said David Blackburn, Vice Chancellor and Director of Athletics at the University of Tennessee at Chattanooga. “With this partnership we will have the technology to enhance the fan experience at every touch point.”

The Mocs will begin leveraging Spectra Ticketing & Fan Engagement’s online ticketing system to efficiently sell tickets to all athletics events and process donations in real-time on GoMocs.com. The online box office allows fans to purchase tickets, select seats from a pick your own seat map, easily make donations and manage their accounts online.

The all-in-one eCommerce site seamlessly integrates with its online fundraising solution that enables Chattanooga to reward points to fans and donors for attending events and encourage deeper fan engagement. The University will also leverage the online ticketing technology for the Fine Arts Center to sell subscriptions to the Patten Performances series and individual tickets to all events held at the venue.

To adopt digital ticketing and print-at-home tickets, Chattanooga will implement Access Management, a digital ticketing solution, to provide fans, donors and patrons with new ticket delivery methods and a streamlined driveway-to-driveway experience. With the ability to bypass will call lines and enter venues upon arrival, fans and patrons will have a seamless experience attending all events. The Access technology also tracks and validates real-time attendance while catching fraudulent tickets upon entrance.

Chattanooga will also implement PACmail, an email marketing solution, to expand its communication and broaden its marketing reach to season ticket holders, donors, fans and students. The solution enables the university to tailor segmented messages to fans and increase customer awareness of ticket sales, fundraising and athletic events and promotions. Through the email marketing system, the University will be able to better maximize their fan and donor data, increasing engagement and grow attendance through better processes and back-end support.

“We now have the opportunity to better engage our fans and donors through Spectra Ticketing & Fan Engagement’s integrated solutions, providing us with the ability to streamline processes and increase our functionality through a robust, integrated system,” added Blackburn.

Comcast Spectacor, a leader in the sports and entertainment industry, raised the bar on live event experiences when it announced on June 2 that Paciolan and its two other divisions - Global Spectrum, and Ovations Food Services - now operate as Spectra, a singular, new brand.



“We are thrilled to partner with the University of Tennessee at Chattanooga and integrate our scope of services to help them amplify their customer experiences,” said Dave Butler, Chief Executive Officer of Spectra Ticketing & Fan Engagement. “We are committed to providing the best possible resources that help generate revenue and engage fans to keep them coming back again and again.”

### **About Spectra Ticketing & Fan Engagement**

Spectra's Ticketing & Fan Engagement division is a leader in ticketing, fundraising, marketing, and analytics solutions with over 35 years of experience. Spectra Ticketing & Fan Engagement enables college athletic programs, arenas, professional sports, and performing arts clients to sell more than 120 million tickets per year.

### **About Spectra**

Spectra by Comcast Spectacor is the expert in hosting and entertainment, partnering with over 300 clients at 400 global properties to create memorable experiences for millions of visitors every year. Spectra's expertise is embodied within three divisions: Venue Management (formerly Global Spectrum), Food Services & Hospitality (formerly Ovations Food Services) and Ticketing & Fan Engagement (formerly Paciolan). Learn more at [SpectraExperiences.com](http://SpectraExperiences.com).

Comcast Spectacor is part of Comcast Corporation, a Fortune 50 media and technology company that operates Comcast Cable and NBCUniversal. Headquartered in Philadelphia, Pa., in addition to Spectra, Comcast Spectacor owns and operates the National Hockey League's Philadelphia Flyers and the Wells Fargo Center venue. Visit us at [ComcastSpectacor.com](http://ComcastSpectacor.com), [PhiladelphiaFlyers.com](http://PhiladelphiaFlyers.com) and [WellsFargoCenterPhilly.com](http://WellsFargoCenterPhilly.com) for more information.

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