



For Immediate Release

UNIVERSITY OF MASSACHUSETTS ATHLETICS SELECTS SPECTRA BY COMCAST SPECTACOR TO PROVIDE MARKETING AUTOMATION AND SALESFORCE CRM SERVICES

Massachusetts Athletics to implement multi-channel marketing solution and Salesforce CRM to drive revenues, and better engage fans and donors to improve customer service

AMHERST, Mass. and IRVINE, Calif. (May 11, 2016) – Spectra by Comcast Spectacor, the experts in hosting and entertainment, today announced it has entered into an agreement with University of Massachusetts Athletics (UMass) to provide Marketing Automation and Salesforce Customer Relationship Management (CRM) services.

Spectra Ticketing & Fan Engagement’s Marketing Automation platform, powered by FanOne Marketing, will empower UMass to align sales, customer service and marketing initiatives to gain unprecedented visibility into fan behavior. In addition to Marketing Automation services, UMass will also implement Spectra’s industry-specific implementation of Salesforce CRM.

With UMass implementing Marketing Automation and Salesforce CRM services, Spectra expands its presence at university where the company has been providing Venue Management services at Mullins Center since 2004. Spectra Venue Management provides booking, scheduling, marketing, maintenance, contracted services, staffing and other operations services at Mullins Center to improve the fan experience and increase profits for the 10,500 seat facility. Spectra helped book major tour stops from artists such as Kevin Hart, Carrie Underwood, Jay-Z, Eric Church, Keith Urban and Dave Mathews Band. Spectra has helped Mullins Center generate over \$14 million in gross sales the past five years and exceed budget expectations in six of the last seven years.

“Our partnership with Spectra is a quantum leap for us in terms of business intelligence capabilities and the ensuing applications thereof,” said Alan Pandiani, Associate Athletic Director of Sales & Fan Experience at UMass. “We wanted to outfit our revenue team with a platform which has proven itself at the highest level at schools like Cal, Georgia Tech, and USC and to show that it can be done here as well. We found ourselves saying, ‘wow we have all of this data, and how do we best leverage it in the go forward to optimize the customer experience,’ all the while raising our level of play from a sales & marketing standpoint.”

UMass will be empowered to deliver customized, triggered campaigns and marketing communications via the Minutemen’s official newsletter to provide a one-to-one-marketing experience for each fan and donor. The Marketing Automation platform will integrate ticketing and other ancillary data from UMass’ primary ticketing platform to help maximize sales efforts, retain customers, upsell strategic initiatives and drive donations for the Minutemen Club. The platform also enables staff to track online browsing behavior and consumer response with sales and marketing campaigns to provide greater insight into fan and donor behavior, and allow for deeply segmented and customized communications.

Marketing Automation will enable UMass to create customized, personalized URLs (PURLs) with tailored content for season ticket holders and donors to elevate each fan experience and drive renewals. Each individualized landing page will have the ability to feature custom fan and donor information, ticket renewal deadlines and details, and information to directly contact sales representatives from UMass’ staff to handle each fans personal ticketing, fundraising and account needs.

Salesforce CRM integrates with the Marketing Automation platform to provide UMass with a 360-degree view of every fan and donor. The platform enables staff to work hand-in-hand to manage all fan and donor interactions,



including sales and ticket renewal efforts, season ticket holder and donor relationships, and retention efforts with minimal resources and maintenance.

Salesforce CRM will provide UMass with a robust system to better manage fan and donor relationships, with the ability to sell more tickets and process more donations via holistic information on current and past ticket purchasers and donors. Salesforce CRM also provides real-time reports and dashboards of sales activities and progress, accessible from any device at any time to help staff track relationships and better communicate with every fan and donor.

Additionally, Spectra Ticketing & Fan Engagement provides Salesforce administration with its CRM experts taking on the role of an administrator to work with key UMass managers to ensure the organization's database stays relevant, accurate and timely. With the help of Spectra Ticketing & Fan Engagement, UMass will have strategic direction with data use, building and executing reports and dashboards, account activity, purchase history, key contacts, customer communications and steps to best maintain and manage their database to better understand their fans, season ticket holders and prospects.

"We are excited to partner with and provide integrated, fan-friendly Marketing Automation and CRM services for a leading institution in the University of Massachusetts," said Dave Butler, President and Chief Executive Officer of Spectra Ticketing & Fan Engagement. "We look forward to helping the UMass athletic department create new opportunities to increase ticket sales, drive donations and improve customer service with industry-leading fan experience services."

Spectra is a major provider of sports and entertainment hospitality services in Massachusetts. One or more Spectra divisions (Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement) are at work supporting multiple venues, teams, performing arts centers and events, including Mullins Center, Boston College, UMass Lowell, Tsongas Center, MassMutual Center, North Shore Music Theatre, Robsham Theater Arts Center and Lowell Memorial Auditorium.

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.

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, PhiladelphiaFlyers.com and WellsFargoCenterPhilly.com for more information.

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