



For Immediate Release

**SPECTRA BY COMCAST SPECTACOR EXTENDS 23-YEAR PARTNERSHIP
WITH THE UNIVERSITY OF KANSAS**

KU Athletics adds integrated Marketing Automation and Salesforce CRM services, and continues to utilize ticketing and fundraising services, and StubHub partnership integration

LAWRENCE, Kan. and IRVINE, Calif. (June 29, 2016) – Spectra by Comcast Spectacor, the experts in hosting and entertainment, today announced its Ticketing & Fan Engagement division has extended its 23-year partnership with the University of Kansas (Kansas). With the extended partnership, Kansas will implement Spectra Ticketing & Fan Engagement’s PAC Marketing Automation with Salesforce CRM. Kansas continues to utilize the division’s industry-leading ticketing, fundraising and marketing services, and strategic partnership integration with StubHub, the world’s largest ticket marketplace. Kansas has been a Spectra partner since 1993.

Spectra Ticketing & Fan Engagement is the leading provider of ticketing, fundraising, marketing and analytics services in college athletics, powering 120 colleges throughout North America, including eight of the 10 Big 12 Conference institutions and 49 of the 65 Power 5 schools with integrated services.

“Spectra’s ticketing platform has helped us provide a valuable service to our supporters for several years,” said Pat Kaufman, Chief Financial Officer at Kansas Athletics. “We are excited to extend this relationship and to use tools like Marketing Automation and Salesforce to interact with our supporters on a deeper level.”

In conjunction with the new partnership, Kansas will implement Spectra Ticketing & Fan Engagement’s PAC Marketing Automation platform, powered by FanOne Marketing, to provide a one-to-one-marketing experience for season ticket holders, fans and donors via customized, triggered campaigns and marketing communications. The multi-channel marketing platform will empower Kansas to better align sales, customer service and marketing initiatives as PAC Marketing Automation integrates ticketing, fundraising and other ancillary data from Spectra Ticketing & Fan Engagement’s PAC Ticketing platform to help staff maximize sales efforts, retain customers, gain unprecedented visibility into fan and donor behavior, upsell strategic initiatives and drive donations for the Williams Education Fund.

Kansas recently implemented Spectra Ticketing & Fan Engagement’s industry-specific implementation of Salesforce CRM to provide the university with a 360-degree view of every fan, season ticket holder and donor. The platform enables staff to work hand-in-hand to manage all fan and donor interactions with the ability to provide efficient and personalized customer service for sales and ticket renewal efforts, season ticket holder and donor relationships, and retention efforts with minimal resources and maintenance.

Kansas continues to leverage Spectra Ticketing & Fan Engagement’s PAC Ticketing and PAC eCommerce platforms to enable fans, donors and students to purchase season, mini plans and single game tickets to all events and make donations to the Williams Education Fund in real-time at KUAthletics.com.

The ticketing and eCommerce platforms seamlessly integrate with Spectra Ticketing & Fan Engagement’s PAC Fund fundraising service to enable Jayhawk fans to make donations and manage their investments with Kansas Athletics. The integrated, all-in-one ticketing and fundraising services also provide season ticket holders, fans, donors and students with the ability to pick their own seats via interactive seat maps, transfer tickets and manage accounts online.



Utilizing Spectra Ticketing & Fan Engagement’s ticketing and fundraising platforms, Kansas Athletics has sold more than \$40 million in tickets for its seven ticketed programs and has raised \$53.6 million in donor contributions for the benefit of the athletics programs over the last two fiscal years (2014 and 2015).

Through Spectra Ticketing & Fan Engagement’s strategic partnership integration with StubHub, Jayhawk fans continue to have the ability to utilize the official ticket marketplace for Kansas Athletics tickets. The partnership integration allows season ticket and single-game ticket holders the opportunity to resell unused tickets on the secondary market, and provides buyers with access to great seats and the ability to print and receive tickets instantly at home or via mobile delivery.

“We are thrilled to continue our long-term partnership with Kansas Athletics and provide integrated, fan-friendly ticketing, fundraising and marketing services,” said Dave Butler, President and Chief Executive Officer of Spectra Ticketing & Fan Engagement. “We look forward to continuing to help enhance engagement and interactions via our industry-leading technology to create the best experiences for fans and donors.”

Spectra is a major provider of sports and entertainment hospitality services in Kansas. One or more Spectra divisions (Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement) is at work supporting six other college athletics institutions, venues, teams and organizations in Kansas, including:

- Kansas State University (Ticketing & Fan Engagement)
- Wichita State University (Ticketing & Fan Engagement)
- Salina Bicentennial Center (Venue Management, Ticketing & Fan Engagement)
- Salina Liberty (Ticketing & Fan Engagement)
- Salina Saints (Ticketing & Fan Engagement)
- Heartland Park Topeka (Ticketing & Fan Engagement)

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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