



***For Immediate Release***

## **SPECTRA BY COMCAST SPECTACOR EXTENDS 24-YEAR PARTNERSHIP WITH UTAH STATE UNIVERSITY**

***Utah State Athletics to implement integrated Salesforce CRM and continue to leverage ticketing, fundraising and marketing services to drive revenue and increase fan engagement***

**LOGAN, Utah and IRVINE, Calif. (July 14, 2016)** – Spectra by Comcast Spectacor, the experts in hosting and entertainment, today announced its Ticketing & Fan Engagement division has extended its 24-year partnership with Utah State University (Utah State). With the extended partnership, Utah State will implement Spectra’s Salesforce CRM integration and continue to utilize its industry-leading ticketing, fundraising and marketing services to drive revenue and increase fan engagement. Utah State has been a Spectra partner since 1992.

Spectra Ticketing & Fan Engagement is the leading provider of ticketing, fundraising, marketing and analytics services in college athletics, powering 120-plus colleges throughout North America, including nine of the 12 Mountain West Conference institutions with integrated services.

“Continuing our long-term partnership with the industry-leader in college athletics enhances our ability to increase fan engagement and drive more revenue,” said John Hartwell, Vice President and Director of Athletics at Utah State University. “Spectra Ticketing & Fan Engagement’s integrated ticketing, fundraising and marketing services provide a fantastic platform for Utah State Athletics to enhance every fan and donor interaction.”

In conjunction with the partnership extension, Utah State will implement Spectra's industry-specific implementation of Salesforce CRM, the No. 1 CRM provider worldwide, to have a 360-degree view of every customer. The CRM platform enables staff to work hand-in-hand to manage all fan interactions with the ability to provide efficient and personalized customer service for ticket sales and renewal efforts, fan and donor relationships, and retention efforts with minimal resources and maintenance.

“We are thrilled to be selected by Utah State University as their strategic, long-term partner to assist in their goal to drive revenue and increase fan engagement,” said Dave Butler, President and CEO of Spectra Ticketing & Fan Engagement. “With our integrated, fan-friendly technologies Aggies fans can utilize innovative services to better enhance their experience during every touch point with Utah State Athletics.”

Spectra will continue to provide Utah State with its ticketing and fundraising services to enable fans, donors and students to purchase tickets to all Utah State events and make donations in support of the Big Blue Scholarship Fund in real-time at [UtahStateAggies.com](http://UtahStateAggies.com). The PAC Ticketing and PAC eCommerce platforms seamlessly integrate with Spectra’s PAC Fund fundraising platform to enable customers to pick their own seats via interactive seat maps, renew tickets and transfer tickets by managing their accounts online.

Utah State will also continue to leverage Spectra’s PAC Access Management digital ticketing services to provide fans with convenient digital delivery methods via print-at-home or mobile 2D barcode for easy access to venues.

Spectra will continue to provide Utah State with agency-quality marketing services, including PACmail, PAC Retargeting, PAC Social Media and PAC Search Marketing to engage with fans, acquire new customers and sell more tickets. By combining these industry-leading marketing services, Utah State has the tools to deliver highly targeted, personalized digital marketing campaigns to fans and donors to increase engagement and drive revenue.

Spectra is a provider of sports and entertainment hospitality services in Utah in addition to Utah State Athletics, with one or more of its divisions (Venue Management, Food Services & Hospitality and Ticketing & Fan Engagement) at work supporting Brigham Young University and the Utah Valley Convention Center.



### **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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