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GAGA Sports Re-Brands and Charts New Course as FanCompass

Industry Leaders Join Forces to Drive Next Generation of Sports Technology to Increase Revenue for Sports Clubs Across the Globe

September 15, 2016 (San Rafael, CA) - With a singular focus on converting fan engagement into revenue, GAGA Sports is charting a new course as the company is renamed FanCompass. With the relaunch, FanCompass will continue to help sports organizations around the world leverage digital strategies to collect and convert fan data into revenue across the club enterprise. In the increasingly complex world of fan engagement opportunities, the FanCompass proprietary Sports Revenue Platform™ stands out as it delivers actionable data to sponsorship/commercial, ticketing, and marketing functions, providing clear direction and focus to help clubs build a sustainable business.

“While teams may get to know their fans on social media and at their games, one of their unique pain points is that they can’t monetize their fan engagement,” said Jamie Pardi, Chairman and CEO. “Not only does our technology help teams navigate the increasingly complex world of how to create successful digital fan experiences, but we offer the added innovation of providing real-time data to help teams quickly convert those experiences into revenue.”

The FanCompass technology platform and customized service helps organizations locate and acquire new fans quickly and seamlessly online. The company’s progressive data capture and lead generation technology helps drive incremental revenue through ticket sales, commercial sponsorships, merchandise sales, and optimized marketing efforts.

“Sports experiences for fans – in the stadium and beyond – have evolved dramatically, but the industry has been slow to capitalize on how to monetize those experiences,” said Andy Dolich, FanCompass Board Member, and Director of Career

Development-Collegiate Athletics Masters Program at University of San Francisco. “FanCompass is a game changer for sports franchises, with smarter, creative technology that drives actionable insights and return-on-investment across the franchise. It just makes sense.”

Teams across the globe from the NBA, MLS, MiLB, Premier League, USL, Aviva Premiership Rugby and the NCAA, have already benefited from partnerships with FanCompass.

“Already in our second season with FanCompass, qualified ticket leads from the campaigns activated on the platform continue to thrive, converting to a 7-figure revenue contribution, said Alan Ledford, President & Owner, El Paso Chihuahuas. “Now that’s ROI.”

About FanCompass

FanCompass is charting new territory in digital fan monetization.

Our visionary story began in 2004 with an idea inspired by a passion for the sports business and a penchant for technology in the San Francisco Bay Area. It started with a digital fan engagement and CRM strategy that was piloted by a handful of innovative major league sports teams. The success of these programs led to building a product and company that officially launched in 2009 as GAGA Sports, aptly named to describe the strong emotion a fan feels for their favorite team.

Fast forward to today’s sports market, where fan engagement is only the beginning of what is possible from a revenue perspective. Understanding that teams must monetize every aspect of the fan experience to build a sustainable business, GAGA Sports was relaunched as FanCompass in 2016 with one singular mission: convert fan engagement into revenue. The FanCompass Sports Revenue Platform™ is transforming the industry by driving actionable data back to Sponsorship/Commercial, Ticketing, and Marketing revenue centers. In the words of one team owner, “I give FanCompass a dime, they give me a dollar. I will do those types of deals all day long.”

For more information, visit fancompass.com

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