

PRIMESPORT

PRIMESPORT, ESPN Events Renew Sponsorship to Provide Official Ticket Exchange and Gameday Experiences for College Basketball Tournaments and Football Bowl Games

ATLANTA – October 29, 2018 – PRIMESPORT, a leader in providing direct access to some of the biggest events in sports and entertainment, today announced a renewed and expanded partnership with ESPN Events as the Official Gameday Experience Provider. PRIMESPORT will offer fans the chance to buy and sell tickets through an Official Ticket Exchange service for numerous ESPN Events such as college basketball pre-season tournaments and college football games. PRIMESPORT is a division of On Location Experiences, a premium experiential hospitality business.

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As part of the renewed partnership, PRIMESPORT will continue to offer premium ticket packages for all of ESPN Events' collegiate games, which includes game tickets and VIP Experiences such as pregame field passes or exclusive pregame party access. Select Fan Travel Packages will also include hotel accommodations, game tickets, official souvenirs and other exclusive amenities. PRIMESPORT will further offer college football fans an officially designated and approved Ticket Exchange marketplace to buy and sell tickets in a convenient, secure and protected environment.

PRIMESPORT will provide the Official Ticket Exchange and VIP Ticket Packages for the AdvoCare Invitational, Charleston Classic, Champions Classic, Diamond Head Classic, Jimmy V Classic, Myrtle Beach Invitational, NIT Season Tip-Off and the Wooden Legacy. In addition, PRIMESPORT will provide VIP Ticket Packages for many of the college football bowl games including the Birmingham Bowl, Bad Boy Mowers Gasparilla Bowl, Cheribundi Tart Cherry Boca Raton Bowl, Air Force Reserve Celebration Bowl, Famous Idaho Potato Bowl, New Mexico Bowl, Hawaii Bowl, Lockheed Martin Armed Forces Bowl, Raycom Media Camellia Bowl, Mitsubishi Motors Las Vegas Bowl, SERVPRO First Responders Bowl, Academy Sports + Outdoors Texas Bowl and the DXL Frisco Bowl.

For full details on official tickets, gameday experience packages or the fan-to-fan ticket exchange visit PRIMESPORT.com.

About On Location Experiences

On Location Experiences is a leader in premium experiential hospitality business, establishing a new industry standard to serve iconic rights holders with extensive experience in ticketing, curated hospitality, live event production and travel management in the worlds of sports and entertainment. On Location is a partner to over 150 rights holders including the NFL, NCAA, the PGA of America and the United States Tennis Association, and provides unrivaled official access for both corporate clients and

fans looking for immersive experiences at marquee events including the Super Bowl, Pro Bowl, NFL Draft, NCAA Final Four, PGA of America events, numerous College Football Bowl Games and the Tennis Majors. On Location through CID Entertainment also partners with numerous artists and music festivals across genres, including Imagine Dragons, Metallica, Luke Bryan's Crash My Playa and Electric Daisy Carnival.

On Location's operations include: Anthony Travel, the nation's largest provider of collegiate sports travel management services; CID Entertainment and Future Beat, hospitality leaders in the live music and festival industry; Kreate Inc, a full service live creative concept and production firm with a focus on the customer experience; PrimeSport, a leader in providing direct access to some of the biggest events in sports and entertainment; Steve Furgal's International Tennis Tours, a leader in developing world-class tennis experiences for more than 40 years.

On Location Experiences is a privately held company, owned by RedBird Capital Partners, Bruin Sports Capital, 32 Equity and the Carlyle Group. For more information about On Location Experiences, please visit www.onlocationexp.com.

About ESPN Events

[ESPN Events](#), a division of ESPN, owns and operates a large portfolio of 31 collegiate sporting events worldwide. The roster includes three Labor Day weekend college football games; FCS opening-weekend game; 14 college bowl games, 10 college basketball events, a college softball event and two college award shows, which accounts for approximately 375-plus hours of live programming, reaches almost 64 million viewers and attracts over 800,000 attendees each year. With satellite offices in Albuquerque, Birmingham, Boca Raton, Boise, Dallas-Fort Worth, Honolulu, Las Vegas, Montgomery and St. Petersburg, ESPN Events builds relationships with conferences, schools and local communities, as well as providing unique experiences for teams and fans.

Contacts:

On Location Experiences :
Gagnier Communications
Dan Gagnier/Jeff Mathews/Lindsay Barber
646-569-5897
OLE@gagnierfc.com

ESPN Media Contact:
Anna Negron
860-766-2233
anna.m.negron@espn.com.

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