

For IMMEDIATE RELEASE

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BC SCHOOL SPORTS AND PLAYFLY SPORTS ANNOUNCE 10-YEAR MULTIMEDIA RIGHTS AGREEMENT

Burnaby, BC - BC School Sports (BCSS) and Playfly Sports, the emerging leader in sports marketing, media, and technology, announced today a ground-breaking ten-year multimedia rights agreement, the first of its kind for any amateur sport body in Canada. The deal makes Playfly BCSS' exclusive rights holder and sponsorship arm effective immediately.

"We are thrilled to announce this exciting partnership," said Jordan Abney, Executive Director for BC School Sports. "It's a total game changer for school sport in BC. Playfly is an incredibly innovative company, which shares our values in putting student-athletes first and providing quality and memorable experiences. This is going to be transformational for our organization."

Playfly will hold the media and sponsorship rights for BCSS. This will allow Playfly to leverage their diverse and notable sponsorship, marketing, and media solutions to grow the BCSS brand, and awareness about the significant role school sport plays in communities across the province while elevating the experience for student-athletes.

"Our team is honored to have the trust and confidence of Mr. Abney and the BCSS Board of Directors," said Chuck Schmidt, Vice President, and Executive Director for Playfly Sports Properties. "Jordan and BCSS are focused on creating opportunities for the students and member schools they serve; we are thrilled to be a part of the BCSS Team and supporting its mission."

BCSS joins an impressive and growing portfolio of over 35 major NCAA Division 1 post-secondary athletic programs and state high school associations that are managed by Playfly through integrated capabilities that expand beyond traditional multimedia rights including naming rights and valuation consulting, esports program development, digital technology offerings, and unique sponsorship innovations.

"BCSS underwent a significant organizational change in 2021, and one of the key elements of those then-proposed changes, was the ability to create this type of opportunity across our organization and all 19 of our sports" Abney explained. "To be able to deliver on this so quickly, and to do it with Playfly, the North American leader in this space, is a great step forward for BCSS, our member schools and most importantly, our student-athletes. We are so honoured that Playfly has chosen to enter the Canadian market with us as their partner. I have no doubt this will set the standard for interscholastic sport in Canada moving forward."



About BC School Sports

BC School Sports is a voluntary organization of over 440 public and independent member schools in British Columbia. It is the governing body for school sport and with our member schools, coordinates and delivers opportunities for interschool competition in over 19 activities to over 76,000 student-athletes in Grades 8 to 12 each year. BCSS delivers 62 provincial championships annually to over 14,000 student-athletes, the pinnacle of interscholastic competition each year.

About Playfly Sports

Playfly Sports is a full-service sports marketing company operating where sports marketing, media & technology converge. Playfly Sports drives outcome-based solutions for brands reaching approximately 83% of all US sports fans generating over 230bn impressions each year in pro, college, and high school sports. Utilizing the influence and durability of local sports fandom, Playfly Sports exclusive rights in the NBA, NHL, MLB, NCAA, esports, and high school sectors drive value for our local, regional, and national brand partners. Playfly's insights-infused multimedia and tech platforms drive innovation through scaled linear, digital, in-venue, and experiential marketing and engagement assets. Playfly Sports has the unique ability to partner, innovate, and advance the aspirations of athletes, brands, academic institutions, and sports fans across the U.S. Playfly Sports is Igniting Brands through the Love of Fans. Visit Playfly Sports online at Playfly.com and follow Playfly Sports on LinkedIn, Twitter, and Facebook: @PlayflySports. www.Playfly.com.

Media Contacts:

BC School Sports

Jordan Abney
Executive Director
jabney@bcschoolsports.ca
604-477-1488

Playfly Sports

Charles Schmidt
Vice President, High School Division
Playfly Sports
Charles.schmidt@Playfly.com
480-276-6468