



ASAA

For Immediate Use
Monday, June 19, 2023

Announcement

ASAA AND PLAYFLY SPORTS ANNOUNCE 10-YEAR MULTIMEDIA RIGHTS AGREEMENT

The Alberta Schools' Athletic Association (ASAA) and Playfly Sports, the leader in sports marketing, media, and technology, announced today a ten year multimedia rights agreement. The deal makes Playfly the ASAA's exclusive rights holder and sponsorship arm effective immediately.

"We are excited to announce this exciting initiative" said John Paton, Executive Director for the ASAA. "This will support the Strategic Plan of the ASAA to better promote and support high school athletic programs across the province and provide financial stability for the Association in the years ahead. 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 Association and its member schools and student athletes.

Playfly will hold the media and sponsorship rights for the ASAA. This will allow Playfly to leverage their diverse and notable sponsorship, marketing, and media solutions to grow the ASAA 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. Paton and the ASAA Board of Directors," said Brent VanderMey, Vice President - High School Associations for Playfly Sports Properties. "John and the ASAA are focused on creating opportunities for the students and member schools they serve; we are thrilled to be a part of the ASAA Team and supporting its mission."

The ASAA joins an impressive and growing portfolio of over 35 major NCAA Division 1 post secondary athletic programs, BC School Sports and state high school athletic 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.

About the Alberta Schools' Athletic Association

The ASAA is a voluntary, non-profit organization that was established in 1956 to coordinate a program of worthwhile athletic activities for the young people of Alberta in an educational setting. The ASAA now oversees the coordination of provincial championship events in 12 sports for Alberta's high school student athletes. Involving over 55,000 student athletes and 10,000 volunteer coaches across 400 high schools, the ASAA believes in creating tomorrow's leaders through high school athletics.

About Playfly Sports

Playfly Sports is a full-service sports marketing company operating where sports marketing, media & technology converge. 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 Sports has the unique ability to partner, innovate, and advance the aspirations of athletes, brands, academic institutions, and sports fans across Canada. Visit Playfly Sports online at Playfly.com and follow Playfly Sports on LinkedIn, Twitter, and Facebook: @PlayflySports. www.Playfly.com.

Media Contacts

Alberta Schools' Athletic Association

Brad Van Raalte
Acting Executive Director
brad@asaa.ca
780.643.1888

Playfly Sports

Brent VanderMey
Vice President –
High School Division
brent@Playfly.com
480.235.9438

