

**LEARFIELD**

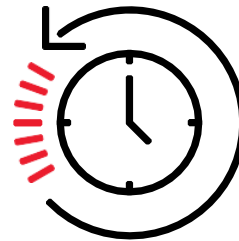
# WHO WE ARE

LEARFIELD DELIVERS CONTENT AND COMMERCE SOLUTIONS FOR BRANDS AND UNIVERSITIES THROUGH AN OMNICHANNEL FAN ENGAGEMENT PLATFORM



## OUR TEAM

- Full-Service Media & Technology Company
- 2000+ Employees, 232 Office Locations in 50 States
- Multimedia Rights, Ticketing, Licensing, Data & Analytics, Content, & More
- Innovative & Service Mindset



## OUR HISTORY

- Learfield (Est.1972) Merged with IMG College (Est.1960) in 2018
- Foundation of Entrepreneurial Zeal & Passion for Client Care
- Additional Strategic Acquisitions That Contribute to the Evolution of the Company



## OUR MISSION

- Reaching & Serving Fans Across All Corners of College Athletics
- Providing Services Outside College Sports
  - Performing Arts
  - Professional Sports Teams
  - Arenas
  - Municipalities

# LEADERSHIP ACROSS COLLEGE SPORTS ECOSYSTEM



## FULLY INTEGRATED MEDIA AGENCY FOR COLLEGE ATHLETICS

- Multimedia sponsorship representation
- Creative design
- Data aggregation and analytics tools
- Media placement - traditional and digital

## LICENSING AND BRAND MANAGEMENT

- Royalty management
- Brand protection

## DIGITAL ENGAGEMENT

- Esports competition
- Social content creation
- Mobile content management platform
- Video/audio production and distribution
- Website design, systems and support

## TICKETING AND SEATING

- Technology development
- Mobile ticketing
- Software platform
- Direct sales teams

## EXPERIENTIAL ACTIVATION

- Comprehensive multimedia design
- Production and delivery
- Client service operations

**#1 IN COLLEGE SPORTS**

▶ #1 Multimedia Rights Holder

▶ #1 Licensing Agency

▶ #1 Web & App Provider

▶ #1 Ticket Software

Built on a rich history, LEARFIELD powers the most recognizable and iconic brands in all of college sports. We connect thousands of companies – including Fortune 500 businesses and Interbrand’s top-ranked brands – to millions of passionate and loyal fans. We provide solutions to our partners that include multimedia rights representation, licensing, broadcasting, ticketing, digital solutions, seat sales, in-venue technology, data and brand management, on-location signage, hospitality, and social media.

Our leadership gives our employees an opportunity to lead. LEARFIELD’s people-first culture is the foundation of our approach. We actively and intentionally care for our employees and the partners we are privileged to serve. We are proud to have exceptional and diverse talent represented all throughout the company and across the country. Whether you are just starting out in your career or are an experienced professional, we provide growth opportunities and training and development to keep you at the top of your game.

We are currently looking for individuals with experience and/or interest in the following functional areas...

- **Sales**
- **Partnership Services (sales support)**
- **Accounting/Finance**
- **Digital/Social Strategy**
- **Marketing/Communications**
- **Information Technology**
- **Human Resources**

*All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status, or disability status. LEARFIELD is an Equal Opportunity Employer: Female / Minority / Disability / Protected Veteran / Sexual Orientation / Gender Identity.*