



## DRAFTKINGS SIGNS MULTI-YEAR PARTNERSHIPS WITH THREE NBA FRANCHISES

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*Expanding League Relationship Through New Celtics, 76ers, Pacers Deals*

**BOSTON – (February 13, 2020)** – Today, DraftKings Inc. announces expanded partnerships with three National Basketball Association (NBA) franchises, making DraftKings an official partner of the Boston Celtics, Philadelphia 76ers, and Indiana Pacers. All three partnerships include the use of official team marks and logos, in addition to various branding options, ultimately enhancing DraftKings' user experience and bringing sports fans closer to their favorite NBA teams.

"It is with great enthusiasm that we announce these multi-year partnerships with the Celtics, 76ers, and Pacers. The NBA represents DraftKings' second-most-popular sport, and we are thrilled to offer our fanbase a continually unique and authentic sports gaming product," said Ezra Kucharz, chief business officer at DraftKings. "Each of these partnerships represent a common strategy and stress the importance NBA teams and DraftKings place on fan engagement and overall customer experience."

**PACERS:** The partnership with the Pacers makes DraftKings the Official Daily Fantasy Sports and an official [Sports Betting Partner](#) of the Indiana Pacers. With this comes rights to marks and logos, as well as in-game promotions, activations, and branding. As part of the sponsorship, DraftKings will offer unique experiences for customers, including a VIP "Fantasy Camp" opportunity and "Honorary Team Captain Presentations". This diverse suite of experiences, comprised of practice court scrimmages, game tickets, and alumni meet and greets, will provide unparalleled access for fans and users alike.

"We are delighted to welcome DraftKings into the Indiana Pacers' family of corporate partnerships," said Rick Fuson, Pacers' sports and entertainment president and COO. "With prominent in-arena presence, presenting sponsorship of our popular post-game show hosted by Eddie White and other elements, our fans are certain to understand the strength and value of this partnership for both of us. It truly is a win-win."

**76ers:** Per the agreement with the 76ers, DraftKings is now the exclusive and Official Daily Fantasy Partner – and a [sportsbook and online casino partner](#) – of the Philadelphia 76ers. As part of the partnership, along with traditional marketing and promotional opportunities, DraftKings will offer VIPs a "Court of Dreams" excursion allowing them an all-access, inside look at the 76ers' training complex, in addition to season tickets and suites for hospitality and promotional use.

"Today marks a new, exciting chapter in the long-standing relationship between two of the sports industry's most innovative companies, whose dedication to fan experience consistently raises the bar in the sports partnership space. The 76ers are proud to continue to stand alongside DraftKings as we together create and amplify expanded and differentiated opportunities for fans to engage with our team, dynamic players and sport," said Philadelphia 76ers President Chris Heck.

**CELTICS:** As part of the Celtics partnership, which focuses solely on Daily Fantasy Sports, DraftKings has been named the team's Official Daily Fantasy Sports Partner. With this strategic relationship, DraftKings will continue to bolster its presence in its hometown market, gaining access to specific marketing promotions and impactful customer experiences like VIP watch parties, a "Play on the Parquet Event" and sweepstakes.

"Daily fantasy sports players are amongst the most highly engaged NBA fans," said Celtics Team President Rich Gotham. "We're happy to collaborate with our hometown partner, DraftKings, to serve Celtics fans through a variety of group activations and game day elements, including the presentation of our starting lineup across social channels."

Since launch, DraftKings has seen over 500 million entries into DFS contests and about an astounding 40 percent of all DraftKings bettors have placed a wager on an NBA game. As an [Authorized Sports Betting Operator of the NBA](#) and the [Official and Exclusive DFS and Sports Betting Partner of Madison Square Garden](#), DraftKings continues to invest heavily into NBA properties and fanbases. Ultimately, these partnership deals emphasize DraftKings continued commitment to growing its customer base and further positioning the company as an industry leader in sports gaming.

All DraftKings Sportsbook and Daily Fantasy offerings, including the NBA, are available for mobile download on both [iOS and Android](#).

### About DraftKings

DraftKings is a U.S.-based digital sports entertainment and gaming company created to fuel the competitive spirits of sports fans with offerings that range across daily fantasy, regulated gaming, and digital media. Headquartered in Boston, and founded in 2012 by Jason Robins, Matt Kalish and Paul Liberman, DraftKings' daily fantasy product is available in 8 countries internationally with 15 distinct sport categories. Launched in 2018, DraftKings Sportsbook offers mobile and retail betting for major national and global sports, and currently operates pursuant to state regulations in Indiana, Iowa, Mississippi, New Hampshire, New Jersey, New York, Pennsylvania and West Virginia. DraftKings is the Official Daily Fantasy Partner of the NFL and PGA Tour as well as an Authorized Gaming Operator of the MLB and NBA.

### About the NBA

The NBA is a global sports and media business built around four professional sports leagues: the National Basketball Association, the Women's National Basketball Association, the NBA G League and the NBA 2K League. The NBA has established a major international presence with games and programming in 215 countries and territories in nearly 50 languages, and merchandise for sale in more than 100,000 stores in 100 countries on six continents. NBA rosters at the start of the 2019-20 season featured 108 international players from 38 countries and territories. NBA Digital's assets include NBA TV, NBA.com, the NBA App and NBA League Pass. The NBA has created one of the largest social media communities in the world, with 1.6 billion likes and followers globally across all league, team, and player platforms. Through NBA Cares, the league addresses important social

issues by working with internationally recognized youth-serving organizations that support education, youth and family development, and health-related causes.

**About the Boston Celtics:**

A charter member of the Basketball Association of America (which evolved into the National Basketball Association) since 1946, the Boston Celtics have won a record 17 NBA Championships, including eight (8) in a row from 1959-1966, winning their first title in 1957 and their most recent in 2008. The Celtics have long stood for equality and respect, including hiring the first African American Coach and starting the first all black starting five. In addition, 39 former Celtics players, management or staff have been inducted into the Naismith Memorial Basketball Hall of Fame. In December 2002 the team returned to local ownership for the first time since 1963. For more information on the Celtics, log on to [www.celtics.com](http://www.celtics.com).

[the Indiana Pacers:](#)

[The Indiana Pacers are in the 53rd season of professional basketball. Formed in 1967 as one of the charter members of the American Basketball Association, where they won three championships in a five-year period, the Pacers were one of four ABA franchises to join the National Basketball Association in 1976. The Pacers have advanced to the NBA playoffs in 24 of the last 30 seasons and reached the NBA Finals in 2000. The Pacers also have had a winning record on their home court for 30 consecutive seasons. They are represented in the Naismith Hall of Fame by players Reggie Miller, George McGinnis, Roger Brown and Mel Daniels and former coach Bobby "Slick" Leonard. The Pacers play their home games in the iconic Bankers Life Fieldhouse and are owned by Pacers Sports & Entertainment.](#)

**[About the Philadelphia 76ers:](#)**

[The Philadelphia 76ers are one of the most storied franchises in the National Basketball Association, having won three World Championships, earning nine trips to The Finals and making 49 playoff appearances over 70 seasons. The Philadelphia 76ers organization is a Harris Blitzer Sports & Entertainment property.](#)