



PRESS RELEASE



PHILADELPHIA 76ERS ANNOUNCE FRANKLIN GROUP AS OFFICIAL PARTNER

PHILADELPHIA, PA – APRIL 14, 2017 – The Philadelphia 76ers today announced Franklin Group as an Official Partner of the team. The Brooklyn-based company, with sales offices across the United States, provides integrated marketing and printing solutions for a diverse group of industries, organizations and commercial entities. The Franklin Group has provided the Sixers with fan-facing printed items including pocket schedules, banners for press conferences and events, plaques, media and staff credentials, brochures, mailings and more.

The Franklin Group strongly supports local organizations and foundations including the Sixers Youth Foundation, an organization that supports underserved youth in the Philadelphia region.

“We are excited to partner with one of the NBA’s most storied franchises, the Philadelphia 76ers,” said The Franklin Group CEO Steven Zuller. “The Sixers have passionate fans, dynamic partnerships and innovative leaders who share our vision. We look forward to engaging Sixers fans through our creative promotional and print branding experiences.”

“We look for fan-first, creative partners who share our values and seek to embrace our fans in unique and meaningful ways,” said Chad Biggs, Philadelphia 76ers Senior Vice President of Corporate Partnerships and Activation. “We welcome the Franklin Group to our roster of innovative and community-focused partners.”

FOR MORE INFORMATION:

For more information contact Philadelphia 76ers Director of Corporate Communications, Lara Toscani, at LaraToscani@Sixers.com or 610-675-8153.

ABOUT THE FRANKLIN GROUP

For over 25 years, the Franklin Group has served a diverse group of industries, organizations, and commercial entities to provide clients with creative, strategic solutions to meet their needs. As trusted partners to teams in the NBA, NHL, MLS, NFL, MLB, AFL and NEC, NCAA, it is our mission to turn fan passion into brand response. Utilizing state-of-the-art digital technology, as well as innovative creative solutions we partner with teams and companies to develop distinct marketing strategies and premium collateral for all of their hospitality, printing, and promotional needs. For more information please visit us at www.franklingroupusa.com or contact us at 866 PRINT 88.

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 47 playoff appearances over 67 seasons. The team is owned by an investor group led by Managing General Partner Josh Harris.

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