



**For Immediate Release**  
**XFL ELEVATES TO SELL TICKETS**

Stamford, Conn., May 1, 2019 -- The XFL has selected Elevate Sports Ventures to guide and support ticket sales for the league's eight teams. The two-year agreement also sets Elevate as the league's first Business Solutions Partner.

Elevate – a joint venture of the San Francisco 49ers, Harris Blitzer Sports and Entertainment, Ticketmaster, Live Nation and the Oakview Group – will design, implement and manage database marketing and ticket sales strategies for the XFL's teams in Dallas, Houston, Los Angeles, New York, St. Louis, Seattle, Tampa, and Washington D.C. The XFL launches the weekend of February 8-9, 2020.

The goal of the partnership is to bring the XFL to market efficiently and through the use of data-driven sales and digital marketing strategies and applications. Elevate will manage the day-to-day ticket sales effort in each of the XFL's eight markets, working closely with each XFL team president and supplementing the skills of the team business operations group at the XFL league office in Stamford.

"We're proud to welcome Elevate to the XFL family," said Jeffrey Pollack, XFL President and COO. "With AI Guido, the rest of the Elevate team, and all of their partners equally committed to our cause and with important seats at our table, we're even more confident in our ability to launch effectively."

"Everyone at Elevate Sports Ventures, and each of our partners, is honored to receive this appointment from the XFL," said AI Guido, CEO of Elevate Sports Ventures. "We are eager to use our well-honed experience in analytics-based sales and data-driven marketing on the league's behalf, and for the benefit of what will be the XFL's new and growing fanbase. We see incredible potential in this venture and are inspired to be working with Vince McMahon, Oliver Luck, Jeffrey Pollack, and the entire XFL team."

**ABOUT THE XFL**

The XFL will reimagine football for the 21st century when it kicks off the weekend of February 8-9, 2020, committed to delivering a brisk, fast-paced game, with a fan-centric, innovative, and affordable gameday experience. The inaugural season will launch with teams in Dallas, Houston, Los Angeles, New York, St. Louis, Seattle, Tampa Bay, and Washington D.C. Each team will compete with a 45-man active roster over a 10-week regular season with a postseason consisting of two semifinal playoff games and a championship game. Vince McMahon, XFL Founder and Chairman, is personally funding the new league, and building the XFL with the same commitment and resolve that he has demonstrated building WWE into a global media and sports entertainment powerhouse. For more information, visit [XFL.com](http://XFL.com) and follow us on [Twitter](#), [Facebook](#), and [Instagram](#).

**ABOUT ELEVATE SPORTS VENTURES**

Elevate Sports Ventures is a best-in-class sports and entertainment consulting firm, providing proven, innovative solutions to organizations across the global sports and entertainment landscape. Elevate taps into the extensive resources, relationships, and expertise of its partners to innovate and execute comprehensive strategies and solutions in Venue Renovations, Sales and Marketing, Stadium Licenses, Premium Ticketing, Corporate Hospitality, Customer Research, Strategy and Analytics, Sales Training, and more. Formed in partnership between the San Francisco 49ers and Harris Blitzer Sports & Entertainment (HBSE) in 2018, Elevate welcomed Oak View Group (OVG) and Ticketmaster and Live Nation as partners in June 2018. In September 2018, Elevate launched Elevate On Campus, with the goal of supporting ticket sales, strategy and service in intercollegiate athletics and university venues. For more information, visit: [www.ElevateSportsVentures.com](http://www.ElevateSportsVentures.com) and [www.ElevateOnCampus.com](http://www.ElevateOnCampus.com) or follow [@ElevateSV](https://twitter.com/ElevateSV) and [@Elevate\\_Campus](https://twitter.com/Elevate_Campus).