

## **Press Release**

### **For Immediate Release**

## **The Fan Experience Co. and KNOSIS Announce Strategic Partnership to Revolutionize Fan Engagement!**

**Date:** 26 of July 2024

**Location:** United Kingdom

The Fan Experience Company, a leader in assessing and improving the experience for sports fans, and KNOSIS, a pioneering fan engagement technology company focused on personalized, innovative solutions, are excited to announce a strategic partnership aimed at enhancing fan engagement.

**The Fan Experience Company** has long been at the forefront of transforming the way fans engage with their clubs and enjoy a better matchday experience, helping to bring millions of new fans, especially younger ones, to clubs. The Fan Experience Company has assessed almost 4,000 games since 2005 and helped hundreds of clubs (from grassroots to elite) to develop a matchday experience that goes far beyond the game itself.

**KNOSIS** is a trailblazer in the fan engagement technology industry, dedicated to providing personalized insights and solutions through advanced data analytics and Augmented Reality (AR). KNOSIS' platform empowers brands and professional sports teams to interact directly with fans offering a unique yet tangibly rewarding experience.

### **Partnership Highlights**

- **Enhanced Fan Engagement:** By combining The Fan Experience Company's expertise in fan engagement with KNOSIS' cutting-edge technology, the collaboration aims to create immersive experiences that resonate on a deeper, more personal level with fans.
- **Data-Driven Insights:** Leveraging KNOSIS' advanced data analytics, the partnership will offer unique insights into fan behaviors and preferences, enabling The Fan Experience Company to tailor recommendations that meet the evolving needs of their audience.
- **Bringing Fans Closer to Brands and Clubs:** The collaboration will also focus on community-based initiatives, encouraging fans to participate in activities that promote a healthier lifestyle via incentivized campaigns, both inside and outside of the sporting arena.

- **Improved Experiences:** As more fans arrive earlier at stadiums, and the family and younger audience continues to grow too, the partnership will utilise technology to create a fun and rewarding experience for fans, while also helping clubs to ensure fans go to the key places in the venue and provide a much bigger platform for sponsors

## **Quotes**

“We are thrilled to partner with KNOSIS ,” said Darren Young, Director at The Fan Experience Company. “We have always been recognised in the sport’s world for our assessments and ability to pinpoint the areas where clubs need to improve if they want to create a great matchday experience, but this partnership allows us to also help clubs by introducing them to solutions (and providers) that will really make a difference. We all know that technology will play a key role in fan engagement going forward, but this collaboration, and the exciting solutions that Knosis brings will not only improve the experience for fans outside stadiums, but also positively impact their lives with the health benefits. It really is a win-win for everyone.”

“Partnering with The Fan Experience Co. provides a unique opportunity to bring our innovative fan engagement solution to the UK and European markets to revolutionize how brands and teams interact with fans,” said Wilman Vergara, Founder of KNOSIS. “We are excited to see how our patented technology can enhance the overall fan experience and promote a culture of brand awareness as well as health and wellness among sports enthusiasts.”

## **About The Fan Experience Co.**

The Fan Experience Company has been helping associations, leagues and clubs to develop greater experiences since 2005. They have assessed almost 4,000 games, from grassroots to the FIFA World Cup 2022, and are dedicated to providing practical support and creative solutions that will lead to fans having fantastic experiences when they attend games, and engaging much more with clubs at all times.

## **About KNOSIS**

KNOSIS is a leading, proprietary fan engagement technology company that allows brands and professional sports teams with personalized campaigns that uses Augmented Reality (AR) and Step-based challenges. By providing actionable fan engagement solutions, KNOSIS aims to improve the experience in and around stadiums while promoting the overall well-being of individuals and communities.

**the fan experience company**

**KNOSIS**

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