

ALUMNIFI BECOMES OFFICIAL PARTNER OF THE BIG EAST CONFERENCE

New agreement will connect AlumniFi with BIG EAST fans, alumni, and students through game-day integrations, media, and financial empowerment activations

NEW YORK, NY. / EAST LANSING, MI (October 20, 2025) – The BIG EAST Conference and AlumniFi, a digital banking brand powered by MSU Federal Credit Union (MSUFCU), today announced a 3-year partnership brokered by Playfly Sports, the sports industry’s leading revenue maximization company. Starting this season, AlumniFi will be an official partner of the BIG EAST conference, engaging **fans, alumni, and students** across the league’s footprint.

The partnership will also deliver strong visibility at the BIG EAST Women’s and Men’s Basketball Tournaments, highlighted by a month-long Out-of Home campaign in Midtown Manhattan leading up to the Men’s BIG EAST Championship at Madison Square Garden. Additionally, BIG EAST and Playfly will work with select student-athletes from BIG EAST schools to promote AlumniFi and the many tools and resources they provide to establish smart financial behavior.

“We’re proud to join the BIG EAST and connect with a community built on **tradition, intensity, and alumni pride**,” said **April Clobes, President and CEO of MSUFCU and AlumniFi**. “AlumniFi delivers **banking for real life—simple, transparent, and tech-savvy**—and this partnership brings those benefits to **BIG EAST alumni, fans, and students** through **exclusive game-day experiences** and **financial tools that help them save, spend, and grow on their own terms**. Playfly’s reach across multiple fan communities gives us a meaningful opportunity to connect with audiences in new and engaging ways, making this a valuable partnership for us.”

“We are grateful for this new partnership with AlumniFi”, said BIG EAST Commissioner Val Ackerman. “Their forward-thinking approach to financial empowerment and support of our student-athletes through important financial literacy tools aligns with our continued commitment to develop BIG EAST student-athletes both on and off the court.”

“Only Playfly Sports can unlock value for brands and sports properties through multi-platform deals like this one, combining media and sponsorship into one package,” said Craig Sloan, Playfly Sports CEO. “AlumniFi is positively changing the definition of what banking means to young professionals and we are proud to help them gain direct access to the fans of the BIG EAST.”

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ABOUT ALUMNIFI

AlumniFi is a digital-first banking brand created by Michigan State University Federal Credit Union (MSUFCU). AlumniFi offers high-yield savings, fee-free checking, and tech-forward tools to help people simplify their finances and build confidence with every money move. AlumniFi deposits are federally insured by NCUA. Learn more at alumnifi.org/BigEast

ABOUT BIG EAST CONFERENCE

The BIG EAST Conference is an association of 11 nationally prominent colleges and universities that foster healthy athletic competition, community service and the pursuit of excellence in academic

environments. The BIG EAST-sponsored athletic programs of our institutions provide national-caliber participation opportunities for more than 3,800 student-athletes on over 200 men's and women's teams in 22 sports. Established in 1979 and headquartered in New York City, the BIG EAST's members are located in eight of the country's top 36 largest media markets and include Butler University, University of Connecticut, Creighton University, DePaul University, Georgetown University, Marquette University, Providence College, St. John's University, Seton Hall University, Villanova University and Xavier University. For more information, visit www.bigeast.com.

ABOUT PLAYFLY SPORTS

Playfly Sports, the sports industry's leading revenue maximization company, drives growth for its partners across the sports ecosystem – including 2,000+ brands, 100+ professional teams, 65+ college athletic departments, all U.S. local sports networks and associated streaming platforms, and other marquee properties. Its fan engagement platform allows its partners to reach and engage over 85% of all U.S sports fans. Playfly builds and implements custom strategies across media, sponsorship, premium experiences, ticketing and fan engagement offerings through proprietary data, innovative technology and compelling storytelling. Playfly operates an expansive portfolio of services with a data-driven and fan-focused approach to maximize revenue yield in key growth areas, such as media, sponsorship, ticketing, premium experiences and fan engagement offerings. Founded in September of 2020, Playfly Sports is now home to approximately 1,000 team members located across 43 U.S. states and internationally dedicated to maximizing the impact of highly passionate local sports fans. The company has been named a *Best Place to Work in Sports* by Sports Business Journal, Front Office Sports, and Newsweek. To learn more, follow Playfly Sports on social media platforms or visit www.Playfly.com