



FOR IMMEDIATE RELEASE

Friday, Jan. 9, 2026

BIG EAST Road Trip Presented by AlumniFi Returns With 15-Stop Fan Mobile Tour, Concluding at 2026 Conference Basketball Tournaments

NEW YORK—The BIG EAST Conference, in collaboration with Playfly Sports — the sports industry's leading revenue maximization company — is proud to announce the return of its 15-stop mobile tour, designed to enhance gameday celebrations for fans of its member schools. The “BIG EAST Road Trip presented by AlumniFi” is set to deliver another round of interactive experiences, traveling to each city for men’s and women’s basketball matchups and concluding at the men’s and women’s conference tournaments in March.

“The BIG EAST Road Trip has quickly become a meaningful way for us to connect with our schools’ passionate fans and campus communities,” said BIG EAST Commissioner Val Ackerman. “This year, we are excited to welcome AlumniFi as the presenting sponsor of the mobile tour as it enters its third season. We also commend Playfly Sports for collaborating with us on this innovative initiative and our schools for bringing the collective vision to life in a dynamic, fan-forward way. As the tour works its way across the conference, we look forward to spotlighting the traditions and rivalries that define the BIG EAST and reinforcing why our fans are truly unmatched.”

BIG EAST ROAD TRIP SCHEDULE

- **Saturday, Jan. 10 — 2 p.m.:** St. John’s at Creighton (MBB)
- **Sunday, Jan. 11 — 2 p.m.:** UConn at Creighton (WBB)
- **Wednesday, Jan. 14 — 7 p.m.:** Providence at Butler (WBB)
- **Monday, Jan. 19 — 6 p.m.:** Providence at Marquette (MBB)
- **Saturday, Jan. 24 — 5 p.m.:** Seton Hall at DePaul (MBB)
- **Saturday, Jan. 31 — 1 p.m.:** DePaul at Xavier (MBB)

- **Saturday, Feb. 7 — Noon:** Villanova at Georgetown (MBB)
- **Monday, Feb. 9 — 6:30 p.m.:** Xavier at St. John's (MBB)
- **Wednesday, Feb. 11 — 7 p.m.:** Creighton at UConn (WBB)
- **Saturday, Feb. 14 — 1 p.m.:** DePaul at Seton Hall (WBB)
- **Saturday, Feb. 21 — 5:30 p.m.:** UConn at Villanova (MBB)
- **Sunday, Feb. 22 — 3:30 p.m.:** Marquette at Villanova (WBB)
- **Tuesday, Feb. 24 — 7:30 p.m.:** Xavier at Providence (MBB)
- **Saturday, March 7:** BIG EAST WBB Tournament (Mohegan Sun)
- **Thursday, March 12:** BIG EAST MBB Tournament (Madison Square Garden)

All Times Eastern Standard Time

“Following the success of the inaugural BIG EAST Road Trip, this mobile tour continues to demonstrate our dedication to enhancing fan engagement and providing innovative experiences for the BIG EAST and its member schools,” said Christy Hedgpeth, President of Playfly Sports Properties. “Building on the momentum from last year, this initiative leverages the full breadth of our expertise across Sports Properties and Global Partnerships. Our close collaboration with the BIG EAST ensures this platform remains a must-attend event for basketball enthusiasts.”

The tour will feature pre-game entertainment and activities at each stop, including free throw challenges, spirit squad and mascot appearances, photo opportunities with the BIG EAST championship trophy, and school-specific activations tailored to each campus. All activities will be open to students, alumni, and fans, providing an inclusive and exciting gameday atmosphere.

In addition, the BIG EAST Road Trip is excited to announce AlumniFi as its presenting sponsor. AlumniFi is a digital-first banking platform offering checking and savings accounts that earn, along with tools designed to simplify everyday money management. At each stop of the BIG EAST Road Trip, fans can visit the AlumniFi Hype Hub, a dedicated fan engagement space offering brand activations, interactive elements, and complimentary fan accessories designed to enhance the gameday experience. AlumniFi serves as the official credit union of the BIG EAST Conference.

“BIG EAST game days unite students, alumni, and fans, and AlumniFi is proud to be part of that collective experience,” said April Clobes, President and CEO of AlumniFi. “Through the Mobile Tour, we’re creating meaningful opportunities to engage in financial education that supports confidence, informed decision-making, and long-term financial well-being both on and off the court.”

“It goes without saying that BIG EAST basketball fans bring significant energy to every arena across the conference, and the success of last year’s tour highlighted their enthusiasm for interactive experiences that celebrate the game and its community,” said Emily Behncke, Vice President of Experiential at Playfly Sports. “This year, we’ve worked closely with the

BIG EAST to elevate that energy and excellence their basketball programs are known for, ensuring the tour builds on last year's momentum and delivers an even more engaging experience for fans."

The fan fest-style road trip will open in Omaha on Saturday, Jan. 10, with Creighton men's basketball hosting St. John's. More information about each stop along the mobile tour will be shared by home teams' schools ahead of their respective games. For complete details and scheduling information, visit BIGEAST.com/RoadTrip and follow us on social media @BIGEAST.

ABOUT THE BIG EAST

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 38 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 bigeast.com.

ABOUT PLAYFLY SPORTS

Playfly Sports is a sports media, marketing and technology business centered around the team, league, brand, and network. Believing in 'Fandom as a Service' and focusing on a consultative, data driven approach to REACH, ENGAGE, MONETIZE AND MEASURE FANDOM gives the company's partners and brands a competitive advantage. Playfly connects more than 2,000 brand partners with approximately 85% of all U.S. sports fans. Through the proprietary platform the business delivers scalable, data-oriented marketing, technology, and media solutions with capabilities including exclusive MMR management, sponsorship sales and activation, streaming, consulting, ticket/premium sales, all along with new revenue-driving platforms and technologies. Founded in September of 2020, Playfly Sports is 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. Follow Playfly Sports on social media @PlayflySports or visit playfly.com.

ABOUT ALUMNIFI

AlumniFi is a digital-first banking brand that 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.