

Delaware 87ers choose Franklin Group as marketing provider

👤 Christi Milligan 🕒 November 10, 2017 💬 0 Comment

The Delaware 87ers have taken on the Franklin Group as its official marketing provider and exclusive sponsor of the team's in-arena lounge.

The Franklin Group Executive Lounge will host speaker series and celebrity guests during halftime, including Sixers President Chris Heck, Philadelphia Eagles legend Vince Papale, and Sixer broadcaster Marc Zumoff.

“We look forward to collaborating with Franklin Group in creative and unique ways to further enhance our fan-facing platforms,” said Sevens Chief Revenue Officer Doug Hine. “In addition, Franklin Group's presence in our executive lounge is a tremendous step forward for our business entertainment initiatives and we're excited to provide increased value for our partners and clients in this venture.”

The Franklin Group, which has clients all over the country, is based in Brooklyn, New York.

“We are proud to be a Preferred Partner of the 87ers and to bring our expertise in the professional sports arena to Delaware. Our goal is to help our clients raise the bar in key areas: revolutionizing fan experience, educating clients, and boosting customer and employee satisfaction,” said Steven Zuller, CEO of Franklin Group.
