



Caesars Sportsbook Named Official Sportsbook Partner Of LSU Athletics

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LSU, Caesars and Playfly Sports Create First-of-Its-Kind Relationship Spanning Gaming and Sponsorship Rights

BATON ROUGE, La. and LAS VEGAS, Sept. 17, 2021 /PRNewswire/ -- For the first time ever, a perennial powerhouse in college athletics is naming an official sportsbook partner. LSU Athletics and Caesars Entertainment Inc. (NASDAQ: CZR) announced today a multi-year partnership to make Caesars Sportsbook the exclusive gaming and sportsbook partner of the Louisiana State University athletics department. This landmark alliance with a Power Five athletics department, facilitated by LSU's third-party multi-media rights holder, Playfly Sports, focuses on unique alumni and fan engagement opportunities while expanding responsible sports gaming and education.

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"LSU Athletics programs have always exemplified excellence, and at Caesars, we couldn't be happier to partner with such an iconic brand in college athletics," said **Chris Holdren**, Co-President of Caesars Digital. "We have a proud legacy in Louisiana, and bringing LSU fans and alumni closer to the sports they love while also offering scholarship opportunities will help us build upon that."

Caesars Sportsbook, the best-in-class sportsbook offering, will receive a multitude of marketing and sponsorship assets from LSU Athletics. Assets include naming rights for the new Caesars Sportsbook Skyline Club at Tiger Stadium, signage throughout Tiger Stadium beginning on Saturday, Sept. 18 for LSU's matchup against Central Michigan, as well as additional signage at the Pete Maravich Assembly Center, Alex Box Stadium and an exclusive presence on the LSU Sports Mobile App.

Broadcast and digital sponsorship rights, visibility for Caesars Sportsbook throughout all of LSU's 21 men's and women's sports programs are also included in the agreement, as well as opportunities for Caesars Sportsbook customers to attend LSU athletic events and access VIP hospitality at Tiger Stadium through their membership with the company's industry-leading loyalty program, [Caesars Rewards](#).

"LSU has always taken pride in providing fans with unique, innovative, and world-class experiences, and our new partnership with Caesars Entertainment will do just that," said LSU Athletics Director **Scott Woodward**. "We share a clear vision of how athletics and entertainment can come together to enhance the fan experience, and we are excited to join with Caesars to make that vision a reality."

This multi-year partnership strengthens Caesars' already established footprint in Louisiana, which includes the recent commitments to large-scale renovations transforming Harrah's New Orleans to Caesars New Orleans and Isle of Capri Lake Charles to Horseshoe Lake Charles. It also comes hot on the heels of the unveiling of the Caesars Superdome in New Orleans and the eve of sports betting launching in the Pelican State.

Caesars is committed to working with the Louisiana Association on Compulsive Gambling, regulators and the community to provide responsible gaming resources to all eligible sports bettors in the state and driving awareness of the responsible gaming tools available on the Caesars Sportsbook app. In keeping with Caesars Entertainment's decades-long commitment to responsible gaming, the company will not market to students or fans under the age of 21 or highlight any gaming offers inside campus facilities.

In addition to providing a financial commitment to LSU, Caesars will also create an annual scholarship fund to support Louisiana-resident LSU students. The fund will benefit students pursuing majors in sports administration, commerce and leadership, paving the way for future Tigers in the industry.

"As a proud partner of LSU Athletics, we are focused on creating innovative partnerships to engage sponsors and unlock meaningful new revenue sources," said Michael Schreiber, Founder & CEO of Playfly Sports. "Given the interest in and access to gaming, we are excited to responsibly bring Caesars Sportsbook and LSU together."

Once sports betting launches in Louisiana, Tiger alumni and sports fans above the age of 21 in the state can enjoy Caesars Sportsbook's state-of-the-art product offerings. The easy-to-navigate [Caesars Sportsbook app](#) integrates mobile sports betting with Caesars Rewards, where every bet, win or lose, rewards the bettor with Tier Credits and Reward Credits that can be used to unlock unbeatable experiences within the Caesars portfolio of properties and partnerships.

About Caesars Entertainment, Inc.

Caesars Entertainment, Inc. (NASDAQ: CZR) is the largest casino-entertainment company in the US and one of the world's most diversified casino-entertainment providers. Since its beginning in Reno, NV, in 1937, Caesars Entertainment, Inc. has grown through development of new resorts, expansions and acquisitions. Caesars Entertainment, Inc.'s resorts operate primarily under the Caesars[®], Harrah's[®], Horseshoe[®], and Eldorado[®] brand names. Caesars Entertainment, Inc. offers diversified gaming, entertainment and hospitality amenities, one-of-a-kind destinations,

and a full suite of mobile and online gaming and sports betting experiences. All tied to its industry-leading Caesars Rewards loyalty program, the company focuses on building value with its guests through a unique combination of impeccable service, operational excellence and technology leadership. Caesars is committed to its employees, suppliers, communities and the environment through its PEOPLE PLANET PLAY framework. Know When To Stop Before You Start.® Gambling Problem? Call 1-800-522-4700. For more information, please visit www.caesars.com/corporate. If you think you or someone you care about may have a gambling problem, call 1-877-770-STOP (1-877-770-7867).

About Playfly Sports

Playfly Sports is a full-service sports marketing company operating where sports marketing, media & technology converge. Playfly Sports drives outcome-based solutions for brands reaching approximately 83% of all US sports fans generating over 230bn impressions each year in pro, college, and high school sports. Utilizing the influence and durability of local sports fandom, Playfly Sports exclusive rights in the NBA, NHL, MLB, NCAA, esports, and high school sectors drive value for our local, regional, and national brand partners. Playfly's insights-infused multimedia and tech platforms drive innovation through scaled linear, digital, in-venue, and experiential marketing and engagement assets. Playfly Sports has the unique ability to partner, innovate, and advance the aspirations of athletes, brands, academic institutions, and sports fans across the U.S. Playfly Sports is Igniting Brands through the Love of Fans. Visit Playfly Sports online at playfly.com and follow Playfly Sports on LinkedIn, Twitter, and Facebook: @PlayflySports. www.playfly.com



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