



MAESTROE SPORTS & ENTERTAINMENT INVESTS IN THE AMERICAN ULTIMATE DISC LEAGUE

Maestroe highlights the innovative and tech-forward nature of the league as two of the primary reasons for the investment

WAYNE, PA (October 28, 2020)

Maestroe Sports & Entertainment, the leading agency in the “high growth sports” space, has invested in the American Ultimate Disc League (AUDL). Maestroe is making this investment as it has tremendous confidence in the future growth of the 22 team league in light of the AUDL’s recent television deal with FOX Sports, the expansion of its OTT platform (AUDL.tv) and the growing list of national and local sponsors. Furthermore, Maestroe continues to be very impressed with AUDL’s commitment to innovation, diversity, technology and developing new fan experiences through online betting.

“We are very bullish on the AUDL. The management team is top notch and we believe this league has only just begun to scratch the surface of its potential.” said President of Maestroe, Gabby Roe. *“We have seen and worked with hundreds of new, emerging sports properties over the years and we put the AUDL right up there with the best of them.”* Roe continued.

Maestroe believes the AUDL delivers a terrific blend of lifestyle and entertainment making Ultimate a fantastic sport to play, watch (on television and online) and sponsor. Plus, the AUDL’s innovative team and league ownership structure, and aggressive international expansion plans, make for a bright future.

AUDL CEO and Commissioner Steve Hall says *“This endorsement by Maestroe is very meaningful for the AUDL. With their position and expertise in the industry, their investment is a great indication of where we are headed with the AUDL in the future as we put professional Ultimate on the map alongside other pro sports.”*

AUDL VP of Media and Marketing Tim DeByl added *“We have developed a deep relationship with Maestroe through their very successful work with us in the national sponsorship space. We look forward to continuing our great relationship with Gabby and his team at Maestroe as we now venture forward as deeper partners.”*

About Maestroe Sports & Entertainment

Maestroe Sports & Entertainment is the ultimate evolution of more than thirty years of experience in the sports and entertainment industry. Maestroe has unparalleled expertise in sponsorship, activation, sports property development and digital executions covering sports, brands, performing arts and municipal programs with deep relationships and capabilities both domestically and internationally.

Maestroe has helped to execute well over 5,000 sports and entertainment events in the High Growth Sports space featuring over 100,000 hours of domestic and international television coverage featuring hundreds of corporate sponsors delivering millions in corporate sponsorship revenue.

For more information, please visit <https://maestroe.com>.

About the American Ultimate Disc League

The American Ultimate Disc League (AUDL) will be entering its 9th season in 2021 featuring 22 teams spread across the United States (19 teams) and Canada (3 teams). The 139 game season spans from May-August reaching millions of fans on FOX Sports, and on their own in-house streaming platform, [AUDL.tv](https://audl.tv). The sport reaches a large fanbase of primarily millennial males aged 18-34 and young suburban families.

For more information, please visit <https://theaudl.com>.

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