

Choice Privileges Expands Second Season of College Sports Gameday Experiences into Basketball and Hockey

Loyalty Program doubles the number of college sports experiences redeemable for 2024 season after 24 football experiences sold out in 12 hours after launch

NORTH BETHESDA, Md., December 13, 2023 – [Choice Privileges](#), the award-winning loyalty program of [Choice Hotels International, Inc.](#) (NYSE: CHH), announced the expansion of its wildly popular college sports gameday experiences to basketball and hockey. As part of Choice Hotels' collaboration with Learfield, the media and technology company powering college sports, 21 exclusive, college gameday experiences across 14 schools will be available for redemption starting this morning. The new experiences are expected to redeem as quickly as the 24 college football experiences sold out within 12 hours of launch. The college basketball and hockey experiences will consist of Gold and Silver VIP opportunities that range from premium seats and hotel stays to autographed items and stadium tours.

"Our members have spoken and they love college sports," said Julie Purser, vice president, loyalty strategy and membership rewards, Choice Hotels. "As we continue to revitalize Choice Privileges, our goal is to offer benefits and experiences that support our members on their road of life. Based on the extreme popularity of our VIP college football gameday experiences, we are excited to offer members new college baseball and hockey experiences to help them pursue their passion for sports."

As part of a continued reinvigoration of the loyalty program, Choice Privileges is expanding rewards and opportunities for members. Choice Privileges members can see their favorite college teams in action through this year's experiences, which are redeemable on a first come, first serve basis and will range from 50,000 to 250,000 points. Members can earn points by staying over 7,000 Choice-branded hotels across a diverse portfolio of brands in 46 countries and territories, including at more than 900 that are located within 30 miles of these schools. Members can also earn points by using one of two new co-branded credit cards where cardholders can earn on everyday purchases including gas, groceries, and home goods. If members don't have enough points to redeem a particular experience, they can also purchase Choice Privileges points through [Points.com](#). Choice's family of brands range from upscale, full service, boutique and resort-like hotels Radisson Blu, Radisson, Cambria Hotels and the Ascend Hotel Collection, to 4,000 midscale, economy and Extended Stay hotels including Country Inn & Suites, Comfort, Quality Inn, Sleep Inn, Econo Lodge, Everhome and Mainstay Suites.

The Choice Privileges Experiences will offer members the chance to redeem the following gameday experiences during the 2024 basketball and hockey seasons:

- **University of Alabama - Basketball**
 - Gold VIP Gameday Experience: Two (2) club passes into Club Room; two (2) pre-game visit to benches to watch warm-ups; two (2) tickets; one (1) parking pass; \$100 gift card to team store.
 - Silver VIP Gameday Experience: Two (2) club passes into Club Room; two (2) tickets; one (1) parking pass; and one (1) \$50 gift card to team store.
- **University of Arkansas - Basketball**
 - Silver VIP Gameday Experience: Two (2) pre-game hospitality passes; two (2) VIP suite tickets; arena tour; autographed basketball by Coach Musselman; one (1) parking pass; and one (1) \$50 gift card to team store.
- **Indiana University - Basketball**
 - Silver VIP Gameday Experience: Two (2) hospitality passes; pregame court access (with escort); two (2) tickets; tour of Simon Skjodt Assembly Hall; one (1) parking pass; \$50 gift card to local restaurant; and \$50 TIS Gameday Spirits gift.
- **University of Kansas - Basketball**
 - Gold VIP Gameday Experience: Two (2) pre-game and halftime hospitality passes;

- pregame tour of Allen Fieldhouse; two (2) premium seats; one (1) autographed item; one (1) parking pass; and one (1) \$100 gift card to team store.
 - Silver VIP Gameday Experience: Two (2) pre-game and halftime hospitality passes; two (2) lower-level seats; one (1) KU hat; one (1) parking pass; and one (1) \$50 team store gift card.
- **University of Louisville - Basketball**
 - Silver VIP Gameday Experience: Two (2) suite passes or courtside seats; opportunity to be on the floor and sit on the team bench during warmups; present the game ball prior to tipoff on the court; one (1) parking pass; and one (1) \$100 gift card to team store.
- **University of Michigan - Basketball**
 - Gold VIP Gameday Experience: Two (2) VIP pre-game tour of the Michigan Basketball Practice Development Center: team offices, practice gym, weight room and end tour on the floor of Crisler Arena; opportunity to take photo on floor pre-game; two (2) lower-level tickets; one (1) parking pass; and \$100 gift card to team store.
 - Silver VIP Gameday Experience: Opportunity to take photo on floor pre-game; two (2) lower-level tickets; one (1) parking pass; and one (1) \$50 gift card to team store.
- **University of Minnesota - Hockey**
 - Gold VIP Gameday Experience: Opportunity to attend a practice visit/tour on a non-gameday; watch warmups from team bench (pending team availability); two (2) game tickets in the all-inclusive Captains Club; watch portion of the game from ice level; one (1) parking pass; and one (1) gift card to team store.
- **Ohio State University - Basketball**
 - Gold VIP Gameday Experience: Two (2) pre-game hospitality passes; two (2) pre-game visit to floor to watch warm-ups (with escort); two (2) VIP tickets; one (1) parking pass; one (1) autographed basketball item; and \$100 gift card to team store.
 - Silver VIP Gameday Experience: Two (2) premium tickets; two (2) pre-game visit to floor to watch warm-ups (with escort); one (1) parking pass; and one (1) \$50 gift card to team store.
- **Penn State University - Basketball and Hockey**
 - Gold VIP Basketball Gameday Experience: Two (2) courtside seats; VIP tour of basketball arena and practice facilities; meet and greet with Coach Rhoades; shoot around with coaching staff; signed basketball and swag bag; media room post-game access; car service to and from the game; and one (1) \$100 gift card to team store.
 - Silver VIP Hockey Gameday Experience: Two (2) club seats; stadium tour; two (2) pre-game/warm-up VIP ice view from team tunnel; one (1) signed hockey puck and hockey jersey; car service to and from game; and one (1) \$100 gift card to team store.
- **Rutgers University - Basketball**
 - Gold VIP Gameday Experience: Two (2) passes to Rutgers Men's Basketball Hospitality pregame; run out with the team at the beginning of the game; two (2) VIP seats in loge box seating; stand with the team at the end of the game while Rutgers alma mater plays; one (1) head coach autographed basketball; and \$100 gift card to team store.
- **University of Tennessee - Basketball**
 - Gold VIP Gameday Experience: Two (2) lower-level tickets; post-game on-court photo opportunity; autographed Rick Barnes Basketball; one (1) parking pass; and one (1) \$100 gift card to team store.
 - Silver VIP Gameday Experience: Two (2) lower-level tickets; post-game on-court photo opportunity; one (1) parking pass; and one (1) \$50 gift card to team store.
- **University of Texas - Basketball**
 - Gold VIP Gameday Experience: Access to the private UT Club pre-game; two (2) suite tickets in Longhorn Sports Properties Suite; one (1) head coach autographed basketball; one (1) parking pass; and \$50 University of Texas Co-Op gift card for each guest (\$100 total).
 - Silver VIP Gameday Experience: Access to the private UT Club pre-game; two (2) tickets in Longhorn Sports Properties Suite; one (1) parking pass; and \$25 University of Texas Co-Op gift card for each guest (\$50 total).
- **Wake Forest University- Basketball**
 - Silver VIP Gameday Experience: Opportunity to be on the floor and sit on the

baseline to watch pre-game warmups; two (2) premium tickets; two (2) Allegacy Club Passes; one (1) parking pass; and one (1) \$50 Deacon Shop gift card.

- **University of Wisconsin - Basketball**

- Gold VIP Gameday Experience: Two (2) baseline seats; opportunity to be on the floor pre-game and get picture on the court; one (1) parking pass; Wisconsin swag bag; and one (1) \$100 gift card to team store.

For more information or to enroll in Choice Privileges, visit www.choicehotels.com/choice-privileges.

About Choice Hotels®

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest lodging franchisors in the world. The challenger in the upscale segment and a leader in midscale and extended stay, Choice® has approximately 7,500 hotels, representing nearly 630,000 rooms, in 46 countries and territories. A diverse portfolio of 22 brands that run the gamut from full-service upper upscale properties to midscale, extended stay and economy enables Choice® to meet travelers' needs in more places and for more occasions while driving more value for franchise owners and shareholders. The award-winning Choice Privileges® loyalty program and co-brand credit card options provide members with a fast and easy way to earn reward nights and personalized perks. For more information, visit www.choicehotels.com.

About Choice Privileges®

The award-winning Choice Privileges loyalty program enables members to earn and redeem points for reward nights at over 7,000 Choice-branded hotels across a diverse portfolio of brands in 46 countries and territories. Points can also be earned and/or redeemed with partners like Bluegreen Vacations, Penn Entertainment, and the iconic Circus Circus Hotel & Casino and Treasure Island Hotel & Casino in Las Vegas. Members can also exchange points for airline miles or redeem them for gift cards with popular restaurants and retail stores, stays at the luxurious Preferred Hotels & Resorts, and even VIP college football experiences. Choice Privileges Mastercard holders can earn more points faster, including on everyday spending. To enroll in the free Choice Privileges program or learn more about the Choice Privileges Mastercard credit cards, visit www.choicehotels.com/choice-privileges.

About Learfield

Learfield is a diversified and influential media and technology company powering college athletics. Through its digital and physical platforms, Learfield owns and leverages a deep data set and relationships in the industry to drive revenue, growth, brand awareness, and fan engagement for brands, sports, and entertainment properties. With ties to over 1,200 collegiate institutions and over 15,000 local and national brand partners, Learfield's presence in college sports and live events delivers influence and maximizes reach to target audiences. With solutions for a 365-day, 24/7 fan experience, Learfield enables schools and brands to connect with fans through licensed merchandise, game ticketing, donor identification for athletic programs, exclusive custom content, innovative marketing initiatives, NIL solutions, and advanced digital platforms. Since 2008, it has served as title sponsor for the acclaimed Learfield Directors' Cup, supporting athletic departments across all divisions.

Additional assets available online: [Photos \(1\)](#)

<https://media.choicehotels.com/2023-12-13-Choice-Privileges-Expands-Second-Season-of-College-Sports-Gameday-Experiences-into-Basketball-and-Hockey>