

WASHINGTON
COMMANDERS

 **socios.com**

**WASHINGTON COMMANDERS ANNOUNCE OFFICIAL PARTNERSHIP WITH
SOCIOS.COM AS PART OF MULTI-PLATFORM MARKETING PARTNERSHIP
ANNOUNCEMENT**

Fans will have the opportunity to experience a rookie's introduction to the league through content produced by Commanders Social Media Correspondent Katie Feeney. Additionally, one or more select fans will be hand-picked to join Feeney throughout the season, beginning at FedExField for this year's Draft Party and through additional rewards, VIP events and exclusive experiences

LANDOVER, MD., April 13, 2022 – The Washington Commanders announced today a multi-platform marketing partnership with [Socios.com](https://www.socios.com), the all-in-one influence and rewards app for sports fans across the world. Socios.com is a direct-to-consumer (D2C) platform that leverages blockchain technology to provide the world's leading sporting organizations with the tools to engage their global fanbases in new ways. Immediately, this partnership will give Commanders fans an opportunity to experience a rookie's introduction to the league through rewards, VIP events and exclusive experiences throughout the year.

“Washington fans are among the most dedicated fanbase of any team in professional sports,” said Socios.com CEO Alexandre Dreyfus. “We look forward to providing new and exciting experiences and rewards for Commanders fans around the world through our partnership with the organization.”

To kick off the partnership, the Commanders and Socios.com revealed the first reward for a Commanders fan – the opportunity to work alongside Commanders Social Media Correspondent, Maryland native, and social media star [Katie Feeney](#). Feeney and the fan will embark on the “[Rookie Journey](#)” beginning with the Commanders Draft Party at FedExField on April 28th. The rookie experience continues with the Rookie Minicamp and OTAs in May, Media Day in June, Training Camp in August, and other events through the 2022 season. This content will be shared across the team's social media channels.

“The Washington Commanders are excited to join forces with Socios.com, creating new opportunities for fans to engage with us during a very exciting time as we kick off the inaugural season of the Washington Commanders,” said Commanders Chief Partnership Officer Ryan Moreland. “With Socios.com being the leading blockchain provider for the sports and entertainment industry, their advanced technology and rewards system gives fans firsthand exclusive experiences unlike anything they've seen before. We look forward to being at the center of this new technology as the future of blockchain in sports continues to grow rapidly in the United States and beyond.”

As part of the partnership this season, Socios.com will receive increased exposure at a

number of Commanders team events and home matchups, where fans can expect to see and interact with gameday activations throughout the year. Additionally, Socios.com will have a strong presence throughout Commanders training camp this season.

Socios.com has partnered with franchises in four of the major North American professional sports leagues and will debut its mobile app specifically designed for users in the United States later this year. In advance of the U.S.-based app, Socios.com has launched social media pages dedicated to keeping American consumers updated with news and rewards opportunities on Instagram ([@SociosUSA](#)) and Twitter ([@SociosUSA](#)).

Globally, Socios.com boasts more than 130 partners in 26 countries. Visit [Socios.com](#) for more details.

- Washington Commanders est. 1932 -

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Washington Commanders

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ABOUT SOCIOS.COM

Transitioning passive fans into active fans is essential to the future of sport. Our vision is for an extensive network of the world's leading sporting organizations to achieve this through Fan Tokens and transactional fan engagement on [Socios.com](#). Fan Tokens and the Socios.com fan engagement platform enable the world's biggest sporting properties to plug into a fan influence and fan reward ecosystem. Socios.com's ever growing roster features over 130 major sporting organizations, including massive football clubs from Europe and Latin America, premium Formula One™ teams, giants from NBA, NFL, NHL and MLS, leading esports teams and the UFC®. Hundreds more leading sports and entertainment properties will join the Socios.com platform in the years to come. The Socios.com app is available in 10 languages. For more information please visit www.socios.com.

Socios.com social handles:

Instagram: [@SociosUSA](#)

Twitter: [@SociosUSA](#)

ABOUT THE WASHINGTON COMMANDERS

Owned by Dan and Tanya Snyder since 1999, the Washington Commanders were founded in Boston in 1932 and are one of the original members of the NFL's Eastern Division. The Washington Commanders relocated to Washington, D.C. in 1937 and have since become one of the most recognizable professional sports franchises in history, featuring multiple Hall of Fame coaches, 19 members of the Pro Football Hall of Fame, and one recipient of the Walter Payton Man of The Year Award, Darrell Green. A proud and storied franchise, the team has

won five World Championship titles including the 1937 and 1942 National Football League Championship games, as well as Super Bowls XVII, XXII and XXVI. Since 1997, the Team has played their home games at FedExField, a multi-purpose stadium located in Landover, MD. Washington Commanders Football Operations are headquartered in Ashburn, Virginia, and its Business Operations are headquartered at FedExField.

Washington Commanders social handles:

Instagram: @Commanders

Twitter: @Commanders