

# STACK SPORTS (SPORTSTG) PARTNER WITH ECAL

Sports fixtures delivered, straight to the digital calendar

Stack Sports (SportsTG), the leading provider of digital solutions to national, state, grassroots and professional sporting organisations across Australia, New Zealand and the United Kingdom has today announced an exciting partnership with ECAL, the leading calendar communications and marketing software business.

ECAL's dynamic 'sync to calendar' functionality will deliver the latest sports fixture information, straight to the personal digital calendar of users, to keep them up-to-date and connected. This solution will become a standard feature on the Stack Sports competition management platform.

Anthony Richardson, Director of Digital for Stack Sports, said: "ECAL's offering compliments the existing features of our products and solutions. Stack Sports continues to evolve our business and product set and we are excited to have partnered with ECAL whose offering will now benefit Stacks customers."

Patrick Barrett, CEO/Founder of ECAL said: "We are thrilled to partner with Stack Sports, and bring ECAL's smart calendar technology to the lives of its extensive user community. During these unprecedented times, as competitions begin to reschedule fixtures, accurate and dynamic communications will play an important role in successful competition management. The Stack user community, with the help of ECAL, will be well placed to know exactly what's on, when and where, so they can better manage life."

Stack Sports have been providing high quality technology solutions in the Australian market since 2001 along with working in other key markets including the United Kingdom and New Zealand. Stack partners with a large number of National Sporting Organisations including the AFL, Basketball Australia, Touch Football Australia, Hockey Australia, Basketball New Zealand, New Zealand Rugby League, Rugby Football League, and Basketball England.

The technology Stack Sports provides assists in administering everything from national programme registrations to school holiday programs, week to week competitions to digital website solutions, and club sales and revenue-generating eCommerce platforms. Stack Sports will continue to partner with sporting organisations and other bodies to be the leading provider of sports digital ecosystems across the world.

ECAL is a world-leading calendar communications and marketing software business. It's smart, dynamic 'Sync to Calendar' technology is used by 300+ major sports, ticketing, media organisations incl. Premier League, NBA, ICC, LaLiga, Formula E, AFL, NRL, Ticketek, Fox Sports and others, servicing 8M+ users. With over 70% of adults relying on their digital calendar to manage life, effective calendar communications are an essential weapon in the marketing toolkit for events-based business.

## Contacts

Cameron O'Riordan (Stack Sports)

+61 (0)475 415 801

mailto: cameron.oriordan@stacksports.com

Patrick Barrett (ECAL)

+61 (0)411 650 445

mailto: patrick@ecal.com