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Ibotta Celebrates Commitment to Denver by Becoming the Official Jersey Patch Sponsor of the 2023 NBA Champion Denver Nuggets

DENVER, Oct. 24, 2023 (GLOBE NEWSWIRE) -- [Ibotta](#), a leading performance marketing platform and cash back rewards provider, today announced it will become the official jersey patch partner of the reigning NBA champion Denver Nuggets. As a prelude to the jersey patch, the partnership was teased with digital marketing and a first-of-its-kind preseason patch, where Ibotta gold coins appeared on Nuggets jerseys and as rotating digital coins on in-arena digital displays.

"The gold coins were a fun teaser, and we're proud that we can now formally announce our partnership with the Denver Nuggets – an all-around world-class organization," said Bryan Leach, founder and CEO of Ibotta. "Having been founded and headquartered here in Denver since 2011, we are deeply committed to our local community and thrilled to have a partner that shares our love for the city. We couldn't be more proud of our Denver Nuggets, who showed the entire world their resilience and determination in becoming NBA champions for the first time in team history."

The partnership calls for the Denver-based company's brand logo to be prominently featured on all editions of the Nuggets' game and practice jerseys for the next three seasons, along with in-arena signage, social media assets, and a variety of marketing and community activations. The official patch will debut tonight in Denver at the home opener and following the Nuggets' banner ceremony.

"Ibotta has long been a champion for making every purchase rewarding, and that mission aligns perfectly with our values and giving back to the communities we serve," said Michael Ceilley, SVP of Partnership Marketing & Media Sales for Kroenke Sports & Entertainment. "From one Denver-based champion to another, the Nuggets are proud to display the Ibotta brand as a symbol of our unified commitment to our loyal fans, and our community. We look forward to activating this partnership and introducing millions of Nuggets and NBA fans globally to the benefits of Ibotta's cash back rewards."

Ibotta and the Nuggets will also collaborate on a host of community-focused initiatives, including multiple fan surprise-and-delights and an annual Thanksgiving event, among others.

"Denver is home," said Rich Donahue, CMO at Ibotta, "Through our Ibotta Gives program, we've made substantial contributions to our local communities for several years, and our partnership with the Nuggets will help us do even more. With their help, we're aiming to expand our impact in Denver and across all the communities where we live and work - from

wonderful initiatives like our annual Free Thanksgiving campaign that helps put food on the table for countless families during the holidays. We couldn't be more excited to bring this partnership to life."

The partnership with the Nuggets builds on Ibotta's robust sports marketing strategy, which also includes an ongoing Name Image and Likeness college athlete partner program, and a sponsorship of Formula 1 Driver, Logan Sargeant.

ABOUT IBOTTA

Built and headquartered in Denver, Colo., Ibotta ("I bought a...") is a leading performance marketing platform allowing brands to deliver digital promotions to over 200 million consumers through a network of publishers called the Ibotta Performance Network (IPN). The IPN allows marketers to influence what people buy, and where and how often they shop – while paying on a pay per sale basis. American shoppers have earned over \$1.5 billion through the Ibotta Performance Network since 2012. A great place to work, Ibotta has been recognized by *The Denver Post* four consecutive times, made BuiltIn Colorado's Best Places to Work list three years in a row and appeared on *Inc.*'s list of Best Workplaces twice.

ABOUT KROENKE SPORTS & ENTERTAINMENT

Denver-based Kroenke Sports & Entertainment (KSE) is one of the world's leading ownership, entertainment, and management groups. KSE's portfolio of professional sports teams and venues include the Denver Nuggets (NBA), Colorado Avalanche (NHL), Colorado Rapids (MLS), Colorado Mammoth (NLL), Ball Arena, Dick's Sports Goods Park, and the Historic Paramount Theatre. Additional properties under KSE's umbrella include Altitude Sports & Entertainment, a 24-hour regional television network and Altitude Authentics, the company's official retail provider.

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