

## **ShotTracker's Pulse Technology Becomes The Exclusive "Tech on the Bench" partner for the Purple College Basketball Invitational**

**The 17th Purple College Basketball Invitational will take place March 22-26, 2025, at the Ocean Center in Daytona Beach, Florida**

Overland Park, KS and Princeton, NJ

March 13, 2025 - ShotTracker, the industry leader in adaptive real-time data and AI-driven insights for teams, leagues, facilities and consumers, today announced an exclusive agreement with The Purple College Basketball Invitational (The Purple CBI) to be the postseason tournament's "Tech on Bench" live data/video partner for 2025. In addition, ShotTracker will implement its Hype in arena and broadcast technology for the event, which will take place March 22-26, 2025 at the Ocean Center in Daytona Beach, Florida.

"It is great to be able to continue to expand our reach into the postseason with the Purple CBI and its participating schools, its fans and its broadcast partners," said Daveyon Ross, ShotTracker co-founder and CEO. "We have found the more athletes and coaches who get exposed to our solutions, the more we become 'must have' as they look for a competitive, custom edge. This opportunity will provide yet another window of expansion for all the work our team is doing, as we continue to refine and grow our platforms across the board."

"Our goal from the beginning is to provide a best in class postseason experience for all our participating schools, and this partnership with ShotTracker is the next step in that experience," said Rick Giles, President of Gazelle Group, owners and organizers of the Purple CBI. "The technology ShotTracker provides will be a nice bonus for the schools looking for technology solutions on the bench, and we are proud to be able to make this happen in a few weeks."

Hype, ShotTrackers real-time player/team visualizations + graphics tied to the consumer experience in arena, broadcast and digital, will also be featured during the tournament, providing the most expansive activation of all ShotTracker technology. Content for Hype is expanded into use on social platforms, turning real-time stats into powerful 3D graphic displays for use by marketing/fan engagement offerings. In addition to custom content being developed for in-game activation, Hype 3D, an engaging platform that delivers three-dimensional real game stats to enhance the fan experience and generate more sponsorship revenue.

The partnership with the Purple CBI is ShotTracker's first with a college basketball postseason tournament, and follows its expansion of both its Pulse and Hype technology with the 2025 Phillips 66 Big 12 Men's and Women's Basketball Championships, as well as its recently announced partnerships with 17 colleges and universities, including Marshall University and San Diego State's women's basketball program, the men's programs at Indiana University, Boise State and Purdue and four Big 12 schools that are adding products for both men's and women's programs at Arizona State, Arizona, Utah, and Colorado. That brings the number of ShotTracker partner schools to over fifty, with more coming later this year.

## **ABOUT SHOTTRACKER**

ShotTracker was co-founded in Overland Park, Kansas by basketball and technology experts, Davyeon Ross and Bruce Ianni. ShotTracker's innovative suite of products delivers completely autonomous basketball stats to teams, broadcasters and game partners as well as scouting, on demand and on-the-bench solutions that enable teams to utilize the most advanced video and data. ShotTracker is currently being utilized by over 50 men's and women's college basketball programs. Its partners include Nike, Adidas, Under Armour, Spalding and Wilson. For more information, visit [ShotTracker.com](https://shottracker.com). ShotTracker empowers coaches, players, front-office leaders and rights holders with instant access to video, data and AI insights—fueling stronger teams, smarter decisions and more electrifying fan experiences.

For more information, go to: <https://shottracker.com/>

## **ABOUT THE GAZELLE GROUP**

The Gazelle Group is a sports marketing firm, specializing in event production and management, client representation, and sponsorship consulting. Gazelle produces numerous nationally recognized college sports events, such as the Empire Classic, Legends Classic, Gotham Classic, Sunshine Slam, College Basketball Invitational, Kwik Trip Holiday Face-Off, Deacon-Wolverine Challenge, Boardwalk Battle, Jersey Jam, and Holiday Hoopfest as well as on-campus events at Duke, Kentucky, Ohio State, Marquette and other institutions across the country. For more information on the Gazelle Group, please visit [gazellegroup.com](https://gazellegroup.com).

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