



MEDIA ADVISORY

FDU KNIGHTS MEDIA RELATIONS DEPARTMENT • BOGOTA SAVINGS BANK CENTER

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FDU Men's Basketball Cinderella Run Impact One Year Later Second-ever 16-seed to defeat a one-seed in March Madness #16 FDU 63, #1 Purdue 58 – the "Greatest Upset in College Basketball History"

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Admissions

- Applications have risen 27% from previous cycle
- Admits to FDU have increased 35%
- December 2023 Open House attendance was up 33% from 2022, in addition to October 2023 Open House attendance which was up 48% year-over-year
- FDU introduced a new institutional tagline: "Seize the Moment and Change Your World," a rallying cry for all those who wear the Burgundy and Blue, capturing the spirit of men's basketball's tremendous run in the NCAA tournament last season

Athletics

- FDU is currently in the midst of \$2 million in facility upgrades
 - o Projects include: major renovations to the Naimoli Family Baseball Complex; men's basketball locker room/player lounge; new lockers for women's basketball; updated court design; the 'Champions Live Here wall,' celebrating FDU's athletic accomplishments since 1949; the Catherine L. Panos Fueling Station; new branding to the Michael and Denise Clarke Strength and Conditioning Center; updates to the Stratis Lounge which overlooks the arena; lighting upgrades to the golf room, among additional upcoming initiatives
 - In July 2023, FDU executed a long-awaited Athletics rebrand with VPCo., giving the Burgundy and Blue a whole-new visual identity
 - o First full rebrand for Knights Athletics in nearly 20 years
 - o Changed athletic identity from "Fairleigh Dickinson" to streamlined "FDU"
 - Reached a multi-year agreement with Bogota Savings Bank in January 2024 to rename the venue formerly known as the Rothman Center the Bogota Savings Bank Center. The deal was the first naming rights partnership in FDU history and the only corporate naming rights agreement among current Northeast Conference members for their basketball arena
 - FDU debuted the University's first-ever television agreement which came in the form of an eight-game package with the YES Network, the No. 1 regional sports network in the U.S.
 - o FDU had more than three days' worth of programming on YES (72-plus hours)
 - o Eight-game slate was headlined by the 'Battle of the Bracket Busters' between FDU and Saint Peter's which was also FDU's first-ever home non-conference game to air on linear television and FDU defeated Saint Peter's in the game 71-70
 - The Knights stayed in the headlines with an international viral moment on Feb. 15 when 13 men's basketball players were stuck in an elevator at LIU... More than 140 million impressions across all platforms (TV, radio, social media, online publications), worth in excess of \$12 million in publicity value (per TVeyes, Meltwater and First and First Consulting)
 - 2023-24 set the single-season revenue high for men's basketball ticket sales in program history
 - From March 2023 through October 2023, FDU's online merchandise sales (shopFDUKnights.com) increased 327% from the same period in 2022

Men's Basketball

- FDU retained all rotation players with remaining eligibility, returning 59 percent of points from the 2022-23 team – something unheard of in the transfer portal era
- FDU and Knights Athletics acted swiftly following the departure of Tobin Anderson to elevate assistant coach Jack Castleberry

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