



FOR IMMEDIATE RELEASE

**APP CATS Launch CrowdCOLLECTIVE as the Premier App Platform for
The Volunteer Club and Other NIL Collectives**

[Minneapolis, MN] – The APP CATS team proudly announces the launch of its white-label platform in collaboration with The Volunteer Club, marking a significant milestone in the evolution of engagement for NIL collectives. The CrowdCOLLECTIVE platform is designed as a comprehensive mobile app solution tailored to each collective’s unique needs to foster vibrant communities in support of student-athletes looking for opportunities to leverage their Name, Image, and Likeness (“NIL”).

The customizable CrowdCOLLECTIVE solution creates a centralized content management hub for collectives to integrate podcasts, videos, interactive live streams, chat forums, ticketing, merchandising, gamification, rewards, and much more. Through this innovative platform, individual collectives can enhance member and donor engagement while streamlining the user experience.

“As leaders in the NIL space, it’s only fitting that The Volunteer Club gets to be the first to launch a new app using the CrowdCOLLECTIVE platform,” said Collin Wolff, CrowdCOLLECTIVE Director of Growth. “We’re honored to work with them to offer the tools needed to attract, engage, monetize, and retain their members and donors on a whole new level.”

The CrowdCOLLECTIVE platform stands out as an affordable yet robust solution, offering collectives unparalleled flexibility and functionality. Unlike other platforms focused solely on NIL student-athletes, the CrowdCOLLECTIVE solution bridges the gap between fans, athletes, and collective members, fostering deeper connections within the community.

“We are excited to partner with APP CATS to offer our members and Tennessee fans more ways to support our athletes,” said Will Crocket, Volunteer Club COO. “The Volunteer Club App will allow us to engage with our members in new ways and increase the value of their membership benefits while also strengthening our support for Tennessee Athletes.”

The Volunteer Club is the NIL collective for the University of Tennessee and is known as a trailblazer in the NIL landscape, with nearly four thousand members. The Volunteer Club App is expected to launch next month, with additional features added throughout the summer.

For more information about CrowdCOLLECTIVE and its features, visit www.appcats.com.

About APP CATS LLC: APP CATS is a professional mobile and web application developer and software-as-a-service provider with expertise in fan engagement, monetization, and retention for sports organizations. Its cutting-edge technology has been recognized in the industry with a 2024 Innovation Award by the National Sports Forum, and a 2023 Streaming Product of the Year Award by the National Association of Broadcasters.

About The Volunteer Club: As the NIL collective for the University of Tennessee, The Volunteer Club is dedicated to supporting NIL athletes and creating enhanced experiences for members, including exclusive events, memorabilia, merchandise, and more. The Volunteer Club provides unparalleled opportunities for student-athletes to leverage their NIL rights through strategic partnerships and innovative initiatives.

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