



NEWS RELEASE

# SoFi Named Presenting Partner of the Country Music Association's CMA Fest

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Multi-year partnership offers SoFi Plus members exclusive access and premium benefits enhancing the fan experience

SAN FRANCISCO--(BUSINESS WIRE)-- **SoFi Technologies, Inc.** (NASDAQ: SOFI), has announced a multi-year partnership as the official bank and first presenting sponsor of the Country Music Association's CMA Fest, the world's largest and longest-running country music festival. This marks SoFi's first music partnership, embracing the genre's surging popularity.<sup>1</sup>

CMA Fest Presented by SoFi Official Logo

CMA Fest presented by SoFi will celebrate its 52nd year in

Nashville, Tennessee from June 5-8, 2025. This year, SoFi is enhancing the fan experience for SoFi Plus members. They'll enjoy exclusive perks, including access to a members-only lounge, presale ticket access to single-night CMA Fest tickets, the VIP Riverfront Retreat experience, and early access to presale tickets for CMA Fest 2026. SoFi debit and credit cardholders can also enjoy 25% cash back rewards on eligible food, drinks, and official merchandise up to \$200.

"We're thrilled to partner with CMA and bring to life SoFi's mission of helping people achieve financial independence to realize their ambitions. CMA has a rich legacy of bringing artists and fans together and championing the next generation of country music, making it an incredible platform to introduce more people to SoFi as the next generation of banking and financial services," said Lauren Stafford Webb, CMO at SoFi. "Our partnership will create an unforgettable experience for new and existing SoFi members both live and over broadcast, as we celebrate and reward fans nationwide. Together, we hope to create something that inspires, connects, and encourages people to achieve their ambitions."

"SoFi's commitment to empowering its members at every stage of life aligns naturally with CMA's mission to support

and elevate the Country Music community. As we welcome SoFi to CMA Fest in this new capacity, we look forward to working together to enhance the fan experience while celebrating the connections that make Country Music so special,” said Sarah Trahern, CEO at the Country Music Association. “Country Music has a unique way of bringing people together across generations, and CMA Fest is a testament to that tradition. Just as CMA is dedicated to serving our members, SoFi’s presence at the festival reflects their commitment to those they support, making this an organic and exciting collaboration.”

In 2024, the festival welcomed an estimated 90,000 daily attendees from all 50 states and nearly 50 countries. As part of the multi-channel integration, SoFi will be the presenting broadcast and streaming partner for the “CMA Fest” broadcast special, featuring highlights from the biggest acts in Country Music captured at the festival’s Nissan Stadium main stage. The special is scheduled to air on ABC this summer, with streaming available the next day on Hulu; broadcast details will be announced in the coming weeks.

“Music and storytelling are timeless forces that bring people together, and CMA Fest captures that magic. SoFi’s involvement will further elevate the festival experience, building on today’s vibrant community inspired by live performance,” said John Campbell, SVP, Entertainment and Streaming Solutions, Disney Advertising. “As the leader in live and home to the festival for 20 years, this collaboration will further unite generations of music fans through a special shared celebration in anticipation of Country music’s biggest night.”

CMA Fest joins SoFi’s roster of iconic entertainment partnerships as the official bank of the NBA, the official naming rights sponsor of SoFi Stadium, the home of the Los Angeles Rams and Chargers, and recently named the presenting partner of TGL, the new tech-forward, primetime, team golf league developed by Tiger Woods and Rory McIlroy’s TMRW Sports.

Become a SoFi Plus member and stay up-to-date on all festival perks [here](#). For the official lineup and to purchase CMA Fest tickets, visit [CMAfest.com](#).

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<sup>1</sup> Luminate, “Shifts in Country Consumption” (April 4, 2023)

## About SoFi

**SoFi** (NASDAQ: SOFI) is a member-centric, one-stop shop for digital financial services on a mission to help people achieve financial independence to realize their ambitions. The company’s full suite of financial products and services helps 10 million SoFi members borrow, save, spend, invest, and protect their money better by giving them fast access to the tools they need to get their money right, all in one **app**. SoFi also equips members with the

resources they need to get ahead – like credentialed financial planners, exclusive experiences and events, and a thriving community – on their path to financial independence.

SoFi innovates across three business segments: Lending, Financial Services – which includes **SoFi Checking and Savings**, **SoFi Invest**, **SoFi Credit Card**, **SoFi Protect**, and **SoFi Insights** – and Technology Platform, which offers the only end-to-end vertically integrated financial technology stack. SoFi Bank, N.A., an affiliate of SoFi, is a nationally chartered bank, regulated by the OCC and FDIC and SoFi is a bank holding company regulated by the Federal Reserve. The company is also the naming rights partner of SoFi Stadium, home of the Los Angeles Chargers and the Los Angeles Rams. For more information, visit **SoFi.com** or download our **iOS** and **Android** apps.

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## Disclosures

CMA Fest Riverside Retreat: The CMA Fest is provided by Country Music Association, Inc. and not by SoFi or any of its affiliates. Availability, terms, and conditions are subject to change at the discretion of the benefit provider. Please review the provider's terms of service at <https://www.cmaworld.com/terms/>. A limited number of pre-sale tickets are available to SoFi Plus members on a first-come, first-served basis, and may not be accessible to all members. To purchase tickets, use the Riverside Retreat code provided to you via email. The code is intended only for SoFi Plus members, and only you may use the code. Taxes and fees apply and are processed through the third-party ticket seller, Ticketmaster, see their terms of use [here](#).

CMA Fest Single-Night Tickets: The CMA Fest is provided by Country Music Association, Inc. and not by SoFi or any of its affiliates. Availability, terms, and conditions are subject to change at the discretion of the benefit provider. Please review the provider's terms of service at <https://www.cmaworld.com/terms/>. A limited number of pre-sale tickets are available to SoFi Plus members on a first-come, first-served basis, and may not be accessible to all members. To purchase tickets, use the Single Night code provided to you via email. The code is intended only for SoFi Plus members, and only you may use the code. Taxes and fees apply and are processed through the third-party seller, Ticketmaster, see their terms of use [here](#).

SoFi Plus: SoFi Plus is a premium membership that gives members access to our best APY, discounts, rewards, and more when they set up Eligible Direct Deposit or pay the SoFi Plus Subscription Fee. Benefits are subject to change and may not be available to everyone. All terms and conditions <https://www.sofi.com/terms-of-use/#sofi-plus> applicable to the use of SoFi Plus apply. To learn more about SoFi Plus and available benefits and terms, please see the SoFi Plus <https://www.sofi.com/sofi-plus/> page.

Member in-person experiences: Unless otherwise specified, you must be a SoFi Plus member or guest of a SoFi Plus member to attend a SoFi Member In-Person Experience (a "Member Experience"). By signing up for a Member Experience, you acknowledge that SoFi may record or photograph the Member Experience (including you, your likeness and voice) and may use such recordings or photographs publicly or privately in any form of media, including for commercial purposes. By attending a Member Experience, you consent to the recording and photographing of such Member Experience and grant SoFi an unrestricted, perpetual, non-excluding, and sublicensable license, to take, use, display, perform, distribute or exploit for any lawful and commercial purpose any recordings or photographs. By attending a Member Experience, you also agree that you will make no monetary or other claim against SoFi for the use of the recordings or photographs. If you do not agree, please do not claim a ticket and do not attend the event. We believe our community should be truly open for everyone. As such, we are committing to providing a friendly, safe, and welcoming environment for all regardless of gender, sexual orientation, disability, race, ethnicity, national origin, age, or religion. View the SoFi Experiences Code of Conduct.

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Source: SoFi Technologies