



NEWS RELEASE

SoFi to Reward Up to \$1 Million in “They Shoot, You Score” Promotion for the SoFi NBA Play-In Tournament

2025-04-10

SoFi will add \$10 to 5,000 fans’ SoFi Plus accounts for every bank shot made during the tournament — with up to \$1 million in giveaways

SAN FRANCISCO--(BUSINESS WIRE)-- **SoFi Technologies**, Inc., the official bank of the NBA, is rewarding fans with up to \$1 million in giveaways during the SoFi NBA Play-In Tournament Week, which takes place from April 15-18. To celebrate the launch of SoFi Plus, its new premium membership available to SoFi checking and savings account members, SoFi will add \$10 in rewards points for every bank shot made during the tournament to the first 5,000 members who sign up.

They Shoot, You Score - SoFi NBA Play-In Tournament

SoFi Plus members will be able to bank on the basketball move

that is making a comeback – the bank shot – a shot that bounces off the backboard and into the net. SoFi is inviting NBA fans to sign up for SoFi Plus between April 10-30, 2025 for a chance to score \$10 in reward points for every bank shot made in the SoFi NBA Play-In Tournament, giving the first 5,000 members who join up to \$200 in SoFi Rewards Points.*

“Understanding your finances is a key foundation for realizing your ambitions. That's why I partner with SoFi, because they're committed to empowering their members to take control of their financial futures,” said SoFi Partner and Six-Time NBA All Star Jayson Tatum. “During the SoFi NBA Play-In Tournament, SoFi’s 'They Shoot You Score' is rewarding members for joining the SoFi Plus community. Watching the game just got even more exciting— with the chance to earn points with every bank shot made.”

The SoFi Play-In Tournament determines the teams that fill the seventh and eighth playoff seeds in each conference for the 2025 NBA Playoffs Presented by Google, helping turn their playoff ambitions into reality. Similarly, SoFi Plus

was designed to help members get their money right, unlocking over \$1,000 in annual value and benefits.

“At SoFi, we’re always looking for innovative ways to engage with our members and help make their ambitions a reality,” said Lauren Stafford Webb, Chief Marketing Officer at SoFi. “As NBA fans witness top athletes striving to achieve their playoff ambitions, SoFi is committed to helping its members achieve their financial goals. Through this campaign, SoFi hopes to empower members with the best rewards and new premium SoFi Plus benefits to unlock their financial potential.”

To Sign up or learn more about this promotion, please visit SoFi.com/Score, and to learn more about the SoFi NBA Play-In Tournament, visit nba.com/news/nba-play-in-tournament.

Official Rules/Terms of The ‘They Shoot, You Score’ Promotion

See Full Terms & Conditions [Here](#)

To sign up for this promotion, fans and prospective SoFi Plus Members can follow the steps below:

- Visit SoFi.com/Score
- Follow the links and instructions on the webpage to complete and submit the registration form to sign up for SoFi Plus. Fans can join by either opening a SoFi Checking or Savings account with SoFi bank and receiving an eligible direct deposit, or subscribing to SoFi Plus by paying the SoFi Plus subscription fee of \$10/month.
- Eligibility: This promotion is limited to the first 5,000 new SoFi Plus members who successfully sign up for SoFi Plus through the promotion website by following the steps outlined above. Current SoFi Plus members are not eligible to participate in this promotion.
- Promotion Period: This Promotion is valid for a limited time between April 10, 2025 at 9:00 AM ET and April 30, 2025 at 11:59 PM ET.
- How to Participate: For every successful bank shot made by any player during the 2025 SoFi NBA Play-In Tournament games, SoFi will add \$10 in reward points (up to \$200) to the new member’s welcome bonus for the first 5,000 eligible SoFi Plus members.

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 its over 10.1 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 <https://www.sofi.com> or download our **iOS** and **Android** apps.

About NBA

The National Basketball Association (NBA) is a global sports and media organization with the mission to inspire and connect people everywhere through the power of basketball. Built around five professional sports leagues: the NBA, WNBA, NBA G League, NBA 2K League and Basketball Africa League, the NBA has established a major international presence with games and programming available in 214 countries and territories in 60 languages, and merchandise for sale in more than 200 countries and territories on all seven continents. NBA rosters at the start of the 2024-25 season featured a record-tying 125 international players from a record-tying 43 countries. NBA Digital's assets include NBA TV, NBA.com, the NBA App and NBA League Pass. The NBA has created one of the largest social media communities in the world, with more than 2.5 billion likes and followers globally across all leagues, team and player platforms. NBA Cares, the NBA's global social responsibility platform, partners with renowned community-based organizations around the world to address important social issues in the areas of education, inclusion, youth and family development, and health and wellness.

Disclosures:

*Promotion is valid between 4/10/25-4/30/25, and is effective only upon any NBA player scoring a successful Bank Shot during the 2025 SoFi NBA Play-In Tournament games. Each successful Bank Shot made is worth \$10 in SoFi rewards points, with a \$200 total max. reward. Open to the first 5,000 eligible customers that sign up for SoFi Plus at [SoFi.com/Score](https://www.sofi.com/Score). Additional terms apply.

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.

\$1,000 Value of SoFi Plus membership: The value of a SoFi Plus membership varies depending on benefits used and

there is no guarantee you will reach any specific value. \$1,000 value assumes a SoFi Plus member uses the following benefits in the year: \$6,000 deposited in a high yield savings account, \$27,000 spent on the SoFi Unlimited 2% Credit Card, and one additional annual session (beyond the basic benefit) with a financial planner. Other benefits may be available. Rewards points redeem at a rate of 1 cent per every point. SoFi Plus members must be approved for a SoFi Credit Card in order to receive the corresponding benefit. Savings and spend assumptions are based on median activity from existing SoFi Plus members for the period of 10/16/2023 - 10/16/2024.

SOFI-F

SoFi PR Team

pr@sofi.org

Source: SoFi Technologies