

X Games Names Fever as Official Ticketing Platform in Multi-Year Partnership



Los Angeles, October 12, 2026 - Fever has been named the Official Ticketing Platform for X Games, marking a multi-year strategic partnership that brings together enterprise ticketing technology, global consumer reach, and demand-generation capabilities. Beginning in 2026, Fever will support ticketing across applicable X Games events in the U.S. and select international markets, powering both online and onsite ticket sales while supporting the property's expansion across geographies and formats.

The partnership arrives as X Games enters a new growth phase, evolving its event model and expanding the MoonPay X Games League into a broader multi-event global property. By combining scalable ticketing infrastructure with audience acquisition and first-party data, Fever is positioned to help X Games reach new fans while optimizing commercial performance across its calendar.

Fever provides end-to-end ticketing technology encompassing online and onsite sales management, 24/7 customer support, real-time data and analytics, and demand-

generation capabilities. The partnership also activates the Secret Media Network, extending X Games' reach beyond core action-sports audiences through owned channels and partner integrations.

"Fever's integrated approach to ticketing, audience acquisition and data analytics is exactly what we need as X Games enters its next chapter of growth," said Cherie Cohen, Global Chief Revenue Officer and Head of Global Partnerships at X Games. "We're excited to partner with a platform that understands not only the mechanics of ticketing, but how to reach new audiences globally, deepen fan engagement and maximize the potential of the MoonPay X Games League across multiple markets and events. Fever is our ideal Official Ticketing Platform partner for the XGL."

"X Games represents a gold standard in action sports, and our partnership reflects how Fever's integrated ecosystem of ticketing, media, and audience capabilities can create real value for the world's leading event properties. This is about bringing together scalable infrastructure and strategic insight to support X Games' evolution, whether that's expanding into new markets or growing the MoonPay X Games League," added Keaton Wyse, General Manager North America, Fever.

The partnership underscores Fever's rapid expansion within the sports category, placing one of action sports' most recognizable global brands alongside major international sports properties within Fever's portfolio. X Games' unique, passionate fanbase and international reach align with Fever's capability to operate at scale across ticketing, marketing, and audience discovery.

The three-year partnership begins in 2026 with initial events including X Games Draft, Aspen (January 2027), Calgary (February 2027), and a summer event stop to be announced, with Fever supporting applicable X Games events throughout the term and beyond.

About Fever

Fever is the world's leading tech platform for live entertainment and culture, inspiring over 300 million people last year to discover the best experiences across more than 55 countries. With a mission to democratize access to culture and entertainment in real life, Fever inspires users to enjoy unique experiences and events — from immersive exhibitions and sports to interactive theatrical performances, museums, concerts, and festivals — while empowering its partners with data and cutting-edge technology to develop and expand new experiences worldwide.

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