Fever Named Global Ticketing Partner of the Premier Jumping League (PJL)

Partnership will bring Fever's demand-generation technology and global reach to the PJL's inaugural 2027 season, connecting new audiences around the world with the athleticism that defines showjumping



November 4, 2026 — Fever, the world's leading tech platform for live entertainment and culture, has been named the Official Ticketing Partner of the Premier Jumping League (PJL), the FEI approved global team showjumping league set to launch its inaugural season in April 2027.

Through the partnership, Fever will deploy its demand-generation technology and global distribution network across the PJL’s season-long calendar, helping the League reach and convert audiences across nine events in North America, Europe and the Middle East.

The partnership forms a central part of the PJL's ambition to make elite showjumping more accessible and bring the sport to new and more diverse audiences around the world. Fever’s technology and audience reach will complement the League's free-to-view broadcast strategy and its production partnership with Box to Box Films, the Emmy Award-winning production company behind Formula 1's "Drive to Survive’, as the PJL builds a global sports and entertainment property around its athletes, teams and competition.

The announcement follows the PJL's FEI series approval, formally sanctioning the League's competition format, team structure and prize money distribution. It comes as the PJL builds toward its first season, which will see 16 teams compete across a regular season, a midseason transfer window and Semi-Final, culminating in a final for a share of the league's $100 million-per-season guaranteed prize pot.

"The PJL is bringing showjumping to an extended fan base, building a sustainable future for the sport and putting the fan experience at its centre. That's exactly where Fever can help: our platform connects the league with new audiences, our ticketing and premium offers strengthen its commercial foundation, and our data-driven approach makes every event day more personal. "

Hannah Joos, General Manager, Fever

"Growing the audience for showjumping is fundamental to what we are building at the PJL. That means making the sport easier to discover, easier to follow and, importantly, easier to experience live. Fever brings proven technology, global reach and a deep understanding of how to identify and engage audiences beyond traditional fanbases. This partnership gives us the infrastructure to turn that reach into attendance across our global calendar, introducing more people to the extraordinary athletes and competition at the heart of our sport. As we build towards our first season in 2027, Fever will be an important partner in delivering our ambition to make elite showjumping more accessible to audiences around the world. "

Neil Moffitt, Chief Executive Officer of the PJL.

Built around meritocracy, the PJL is open to riders ranked within the top 250 on world ranking points, bringing together the world's leading riders and horses to compete in a new team format designed to create greater jeopardy, rivalry and season-long narrative.

The partnership with Fever represents the latest milestone in the PJL's preparations for 2027, as the League continues to build the commercial, media and technology infrastructure underpinning its inaugural season.

About the Premier Jumping League (PJL)

The PJL is a groundbreaking global 16-team competition defining a new era for showjumping.

Backed by McCourt Global and its Executive Chairman Frank McCourt, and shaped by leaders from equestrian sport, international competition, and entertainment, the PJL brings together the world's top riders and horses to compete for the biggest prize pot in the discipline's history ($300M guaranteed prize money across the first three seasons), across nine iconic venues in North America, Europe, and the Middle East.

Designed to open the sport to new audiences whilst respecting its heritage, the PJL combines extraordinary athletic performance with premium entertainment, strengthened

by the League's partnership with Box to Box Films (the production company behind F1's 'Drive to Survive'), and supported by a free-to-view broadcasting model.

Cutting-edge technology, radical transparency, and modern team formats enhance the drama, intensity, and rivalry that define elite sport – unlocking the full potential of jumping, demanded by today's global sports and entertainment marketplace, without compromising its core values.

Learn more at PJL.com

For PJL enquiries -
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Link to wider PJL imagery - https://we.tl/t-XSGoGHOiHqh8XPZu
Credit: Daniel Benson for the Premier Jumping League

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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