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Boise State Athletics Announces New Partnership with Tamarack Resort

The all-season destination is now the presenting sponsor of the Bronco Sports App

BOISE, Idaho – Boise State Athletics announced a new partnership with Tamarack Resort as the official sponsor of the successful Bronco Sports App, Boise State director of athletics Jeramiah Dickey announced Tuesday. The agreement was reached via athletic media rights holder Bronco Sports Properties, the locally based team of LEARFIELD – the media and technology company powering college athletics.

“Our thanks to Tamarack Resort for their investment in the vision of Bronco Athletics,” said Dickey. “Their support of the Bronco Sports App directly impacts our student-athletes and expands our ability to share their inspiring stories and successes with a broader audience.”

The original Bronco Sports App was released in August 2021 with the goal to keep Bronco Nation up to date with the latest news, schedules, and rosters of all 18 sport programs. Since the launch of the improved Bronco Sports App last fall, total app users have increased by 129 percent, which includes a 57 percent increase in student app users. The app has undergone nine version updates since the initial release, staying current with the latest technology and accessibility.

The Bronco Sports App is packed with videos, schedules, stats, team information, fan guides, interactive opportunities, Bronco Shop merchandise, mobile ticketing, concessions, and more. The steady stream of engaging content has led to more than 50,000 lifetime users and a weekly average of more than 3,800 active users, well exceeding the Division I average of 1,010.

“For Boise State Athletics and Tamarack Resort, it’s all about the experience for our fans and guests,” said Scott Turlington, Tamarack Resort President. “From innovations to make those experiences smoother and more engaging to a dedication to constant improvement, we may be in different industries, but we align in focus. We’re proud to partner with and support the hard work and impressive results of all Boise State student-athletes.”

In addition to the Bronco Sports App, the partnership includes a presence at specific home football games and co-branded elevator wraps and murals in the south elevator lobby of the Stueckle Sky Center.

Just as Boise State doesn't rest on its laurels, Tamarack Resort is also dedicated to leveling up each season. Early this fall, the renovation of their award-winning championship golf course finishes and will allow for limited early play with a grand opening of the full 18 holes in July 2024. Once the snow falls this winter, skiers and riders will enjoy more than 60 acres of new open terrain and additional beginner trails, enhanced Ski School programs and a new Nordic Center, and more state-of-the-art snowmaking technology, all while seeing the progress on our Mid-Mountain Lodge set to open in late 2024.

The official Bronco Sports App is a must-have for Bronco fans headed to campus or following the Blue and Orange from afar. Search Boise State Broncos in the App Store to download today.

About Tamarack Resort

Tamarack Resort is an independent, all-season destination situated on 3,500 acres, located 90 miles north of Boise in Tamarack, Idaho. From on-site lodging, dining and event space to the full range of outdoor recreation in the Idaho mountains, there is adventure for any season. The winter brings 2,800 feet of vertical on 2,000 mountain acres for skiers and snowboarders, along with Nordic and snowshoe trails. During the summer, the resort is home to golf, mountain biking, ziplining, hiking, rafting and watersports on Lake Cascade. For more information on recreation, vacation rentals and real estate, visit <https://tamarackidaho.com>

About LEARFIELD

LEARFIELD is a media, data, and technology services leader in intercollegiate athletics. The company unlocks the value of college sports for brands and fans through an omnichannel platform with innovative content and commerce solutions. LEARFIELD services include trademark licensing and branding; collegiate sports properties' multimedia sponsorship management; NIL solutions; publishing, audio, digital and social media; data analytics and insights; ticketing software; and ticket sales, premium seating, and fundraising services; campus-wide business and sponsorship development. Since 2008, it has served as title sponsor for NACDA's acclaimed LEARFIELD Directors' Cup, recognizing athletic departments across all divisions.