

# Drone Racing League (DRL) and Cox Communications Announce National Sponsorship Agreement

**Cox showcases blazingly fast WiFi performance by sponsoring zooming 2018 DRL Allianz World Championship Season & elite drone pilot WildWilly**

New York, NY, March 8, 2018 -- Today, the [Drone Racing League](#) (DRL), the pro drone racing sport, announced a national sponsorship agreement with Cox Communications (Cox), the largest private telecom company in the U.S. Cox will celebrate its heritage of internet leadership by showcasing its high-speed WiFi performance during the insanely fast drone races throughout the 2018 DRL Allianz World Championship Season and by sponsoring one of the fastest drone pilots on the planet, Nick "WildWilly" Willard.



"We're thrilled to team up with Cox, a leader in technological innovation, who loves speed as much as we do. From building the fastest racing drone on earth to customizing 90-mile-per-hour racing drones, we're excited to kick off our next high-speed season alongside high-speed WiFi," said Nicholas Horbaczewski, DRL CEO/Founder.

Cox's sponsorship will include a custom commercial spot produced by DRL's expert media team, digital content creation, and live FPV (First Person View) freestyle events, where Cox Pilot WildWilly will perform tricks and tight-turn maneuvers wearing a branded uniform.

Hailing from Atlanta, Ga., where Cox is headquartered, the two-time, 3<sup>rd</sup> place DRL winner, WildWilly, is well aware of Cox's position in the industry as a speed leader.

"I'm really excited to be named the Cox pilot for the 2018 DRL Allianz World Championship Season. Cox is a top tech brand in the community so flying under their name feels like I've got a piece of home with me," said WildWilly.

"The Drone Racing League is an undeniable reminder of the speed and performance excellence required by today's connected devices. We're proud to sponsor DRL and support millions of other high-speed applications with our nationwide network," said Mark Greatrex, executive vice president and chief marketing and sales officer at Cox.

During the 2018 DRL Allianz World Championship Season, WildWilly will be one of 18 top FPV pilots who will race

custom-built DRL drones through complex, three-dimensional racecourses in iconic venues around the globe, fighting to be crowned the World's Greatest Drone Pilot. The seven-event series will be broadcast in more than 75 countries on the best sports programs including, ESPN, Sky Sports, ProSiebenSat.1, OSN, FOX Sports Asia, and Disney XD.

Cox has increased internet speeds more than 1,000 percent over the past 17 years and 40 percent of its residential customers nationwide have access to gigabit internet (100 times faster than the average internet speed). In 2017, the company launched Panoramic WiFi, which provides wall-to-wall coverage, eliminates "dead zones" via professional install and signal extenders and puts the customer in control with a device and network performance app.

### **About DRL**

DRL is the pro drone racing sport for elite FPV pilots around the world. A technology, sports and media company, DRL combines world-class media and proprietary technology to create thrilling drone racing content with mass appeal. In 2018 DRL is hosting a global series of seven races, the Allianz World Championship, to be broadcast on ESPN, Sky Sports, ProSiebenSat.1 Media SE, Disney XD, OSN, FOX Sports Asia and other leading broadcast channels around the world. Founded by Nicholas Horbaczewski in 2015, DRL is a privately held company headquartered in NYC. For more information on DRL, visit [www.drl.io](http://www.drl.io). To join the conversation, follow DRL on Facebook at [facebook.com/thedroneracingleague](https://facebook.com/thedroneracingleague), on Twitter @DroneRaceLeague, and on Instagram @thedroneracingleague.

### **About Cox Communications**

Cox Communications is a broadband communications and entertainment company, providing advanced digital video, Internet, telephone and home security and automation services over its own nationwide IP network. The third-largest U.S. cable company, Cox serves approximately 6 million residences and businesses. Cox Business is a facilities-based provider of voice, video and data solutions for commercial customers, and Cox Media is a full-service provider of national and local cable spot and digital media advertising. Cox is known for its pioneering efforts in broadband, voice and commercial services, industry-leading customer care and its outstanding workplaces. For nine years, Cox has been recognized as the top operator for women by Women in Cable Telecommunications; Cox has ranked among DiversityInc's Top 50 Companies for Diversity 12 times. More information about Cox Communications, a wholly owned subsidiary of Cox Enterprises, is available at [www.cox.com](http://www.cox.com) and [www.coxmedia.com](http://www.coxmedia.com).

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