

CSMG ANNOUNCES COLLEGIATE ESPORTS NATIONAL CHAMPIONSHIP DETAILS

March 15, 2021

New York, NY – Collegiate Sports Management Group (CSMG) is set to host the first ever inclusive Collegiate Esports National Championship (CENC) scheduled for April 29-May 2, 2021.

"We are thrilled to have 48 schools from multiple associations, conferences, and esports power programs participate in the CENC. The CENC represents the first time that teams from across the entire collegiate esports ecosystem will go head-to-head for the crowning of a true national champion in Overwatch, Super Smash Bros, and Rocket League", said Michael Schreck, CEO of Collegiate Sports Management Group.

CENC weekend will consist of several events including tournament style matches, charitable events, educational elements, an Esports Expo, pre-game and post-game shows and opportunities for player and fan engagement. The National Junior Collegiate Athletic Association Esports (NJCAA), the governing body for all 2-year esports institutions, will also host their national championships during the CENC, and will bring an additional 24 teams to the 4-day event.

All CENC competitions will be broadcast across the CSMG media network consisting of multiple Twitch channels, the EsportsU Network, and on ESTV domestically and globally (the first linear Esports network).

With over 250 programs nationwide being narrowed down to the top 48 schools, CSMG will utilize a proprietary bracket-based tournament system. The tournament brackets will follow a regional and seeding formula.

Conferences and Schools are currently participating in play-in tournaments during championship week, March 27-April 5, 2021, the CENC brackets will be announced on April 17, 2021 during the CENC Tournament Selection Show, 'Skins Saturday' to be aired on the EsportsU Network and on ESTV.

"CSMG has secured strategic partnerships with endemic and non-endemic brands as well as industry leaders in media and marketing. Combined with the tremendous array of talented gamers competing against each other, CENC will be a festival-like atmosphere which will redefine college esports for years to come," stated Neil Malvone, EVP Partnerships, Chief Esports Officer at CSMG.

For more information visit www.collegiatesmg.com/cenc.



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