



COLLEGE ESPORTS EXPO NAMED OFFICIAL PARTNER OF THE COLLEGIATE ESPORTS NATIONAL CHAMPIONSHIP

February 5, 2021

New York, NY- Collegiate Sports Management Group (CSMG) is pleased to announce that College Esports Expo (CEX) will be the Official Esports Expo partner of the Collegiate Esports National Championship (CENC) taking place in Raleigh, North Carolina from April 29-May 2, 2021. During the event, CEX will host both in-person and virtual discussion panels with a focus on the inner workings of the esports industry from key stakeholders to the companies that are driving the backbone of the industry. Topics that will be covered include: *What it Takes to Power an Esports Program in 2021*, *Women in Esports*, and *Name, Image, and Likeness in Esports*.

The inaugural CENC is the first fully inclusive collegiate esports championship; participants will include members of the ECAC and the NJCAA, the only true governing bodies for collegiate esports at 4-year and 2-year colleges. The CENC will feature 48 collegiate esports teams filling brackets from conference champions from at-large berths. The CENC will also include corporate sponsorship opportunities, an esports event benefitting the Kay Yow Cancer Fund, and an NFL Alumni Madden competition.

Thomas O’Keefe, Manager, Brand Partnerships and Esports stated, “We are thrilled to have the opportunity to continue the growth of CEX throughout the Collegiate Esports National Championship. Since 2017, Kevin Mitchell and his team at CEX have been on the forefront in the growth of collegiate esports. Through this partnership, esports executives will discuss topics found within scholastic esports throughout the event.”

College Esports Expo’s Founder & Managing Director, Kevin Mitchell, added, “The College Esports Expo (CEX) is excited to launch our first 2021 event with CSMG, ECAC and the NJCAA at the CENC. CEX’s core values are rooted in uplifting the collegiate esports community through strategic partnerships to provide engaging opportunities for all.”

ABOUT COLLEGIATE SPORTS MANAGEMENT GROUP

CSMG is a College Sports Properties Group that drives the business performance of college athletic conferences and schools, providing them with a successful growth strategy, and generating revenue to support their athletic department and initiatives. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation & Distribution, Media Rights Strategy & Negotiation, Sponsorship Sales, Name Image and Likeness Solutions, Licensing, Event Production & Management, Ticketing and Esports.

ABOUT COLLEGE ESPORTS EXPO

College Esports Expo, or CEX, officially launched back in 2017 by esports faculty lead Kevin Mitchell and some volunteer students from Emerson College, Northeastern University, UMass Amherst, and Becker College as a forum to address topics related to the growth of esports. Esports on college campuses are redefining the shape of pop culture, entertainment, student activities, and sports. The explosive growth in collegiate esports necessitates a forum for the best minds in esports to convene and discuss challenges and opportunities in the burgeoning industry. Thought leadership and panel discussions on critical topics such as conducting esports research, developing esports curriculums, and instating varsity programs at existing institutions.

MEDIA CONTACT

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