



eTeamSponsor Named Official Fundraising Partner of Collegiate Esports National Championship

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SAN FRANCISCO, CALIFORNIA –eTeamSponsor is teaming up with Collegiate Sports Management Group as the fundraising partner for the Collegiate Esports National Championship (CENC) in Raleigh, North Carolina from April 29-May 2, 2021. eTeamSponsor has developed a team approach to fundraising that aligns with the vision of CENC which will provide opportunities for schools, programs, and students to participate in the first ever LAN national esports championship.

The inaugural CENC is the first fully inclusive collegiate esports championship as participants will include members of the ECAC and the NJCAA, the only true governing bodies for collegiate esports at the 4-year and 2-year schools, respectively. The CENC will feature 48 collegiate esports teams earning their place on the championship brackets through conference play-in tournaments and 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, Director of Esports Operations & Sales stated, “As esports continues to grow on campuses nationwide, a growing need exists for additional resources to ensure long term success of a program. We are thrilled to partner with eTeamSponsor because of their years of experience assisting programs with all of their fundraising needs. The eTeam platform will equip programs with a white-label platform that will successfully raise funds for scholarship grants, equipment purchases and upgrades, travel costs, and merchandise orders.”

eTeamSponsor’s Co-Founder & VP of Business Development & Partnerships, Steve Jacoby, added, “As the collegiate esports landscape continues to expand and develop, eTeamSponsor is thrilled to assist programs nationwide with all of their fundraising needs to ensure success in the short and long term. “Here at eTeamSponsor, we recognize the value of esports and the gaming community. To be at the forefront of this historic event is a proud moment for us 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 ETEAMSPONSOR:

Since 2010 eTeamSponsor (eTS) has partnered with institutions to provide an automated crowdfunding solution that’s raised millions of dollars nationwide. They’ve been hailed as the missing piece for successful fundraising and complete transparency, connecting athletic department fundraising with advancement personnel. Having pioneered automated crowdfunding for athletic programs at both 2-year and 4-year colleges and universities. eTeamSponsor aims to provide the most efficient and effective platform to meet the needs of fundraising decision-makers before, during, and after their fundraising process. Ultimately eliminating the inefficiencies, personal liability, and financial risk of fundraising for good. eTS is committed to staying at the forefront of innovative technology and unparalleled client service to ensure institutions reach their fundraising goals.