



## HYPERX BECOMES OFFICIAL PERIPHERAL PARTNER OF ECAC ESPORTS

May 5<sup>th</sup>, 2020

**DANBURY, CT** – The Eastern College Athletic Conference (ECAC) has welcomed HyperX as an Official Peripheral Partner of ECAC Esports. HyperX will be featured prominently throughout this fall’s HV GamerCon and the ECAC Esports National Championship, inclusive of enhanced brand awareness and the use of their gaming headsets, keyboards, mice and mousepads on stage by each esports competitor at the championships.

“HyperX is excited to be the Official Partner of ECAC Esports and supporting the growth of collegiate esports,” said Stephanie Winkler, Strategic Marketing Manager, HyperX. “The next generation of esports superstars, game designers, and future gaming program advocates is likely incubating in programs like ECAC Esports, and HyperX couldn’t be more proud to foster and support this new wave of talent.”

Dan Coonan, Commissioner of the ECAC said, “It is a privilege partnering with the 2019 Esports Commercial Partner of the Year. This relationship will further enhance the ECAC Esports brand. We look forward to showcasing HyperX products throughout our 64 member institutions and fans.”

The HV GamerCon is scheduled for September 12<sup>th</sup> and 13<sup>th</sup> at the Albany Capital Center. Throughout the weekend, both players and fans will have the opportunity to win HyperX gear including headsets and keyboards.

“As the esports eco-system continues to grow exponentially, HyperX’s objectives align strategically with the vision at both the ECAC and CSMG. We are thrilled to begin this relationship through both digital and on-site activations throughout the year,” stated, Thomas O’Keefe, Manager of Brand Partnerships and Esports at Collegiate Sports Management Group (CSMG), who brokered the partnership.

### **About Collegiate Sports Management Group**

Founded in 2014, CSMG is a “Collegiate 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 departments and initiatives. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation and Distribution, Media Rights Strategy and Negotiation, Sponsorship Sales, Licensing and Esports. To learn more about Collegiate Sports Management Group clients and case studies, visit [www.collegiatesmg.com](http://www.collegiatesmg.com).

### **About The ECAC**

The ECAC is an 82-year-old organization with over 200 member schools across all NCAA Divisions. The ECAC exists to enhance the experience of student-athletes participating in intercollegiate athletics and provides great value for universities and colleges by sponsoring championships, leagues, bowl games, tournaments and other competitions throughout the Northeast. The ECAC’s esports platform is growing and now totals more than 60 institutions and is expanding the geographic footprint for the conference nationally. The ECAC is also sponsoring competitions and leagues involving other varsity and club sports that do not fall under the umbrella of the NCAA.

### **About HyperX**

HyperX is the gaming division of Kingston Technology Company, Inc., the world’s largest independent memory manufacturer, with the goal of providing gamers, PC builders, PC, console and mobile power users with high-performance components. For 16 years, the HyperX mission has been to develop gaming products for all types of gamers – high-speed memory, solid state drives, headsets, keyboards, mice, charging accessories for console players, USB flash drives, and mousepads – to the gaming community and beyond. The award-winning HyperX brand is known for consistently delivering products that deliver superior comfort, aesthetics, performance, and reliability. HyperX gear is the choice of celebrity ambassadors, pro gamers, tech enthusiasts, and over-clockers worldwide because it meets the most stringent product specifications and is built with best-in-class components. HyperX has shipped over 65 million memory modules, 10 million gaming headsets and one million keyboards worldwide. To find out more about the global #HyperXFamily visit [hyperxgaming.com](http://hyperxgaming.com)