



## HyperX becomes Official Sponsor of NJCAAE

September 11, 2020

Fountain Valley, CA – NJCAAE (National Junior College Athletic Association Esports) recognized for being the national esports association for two-year colleges, inks partnership deal with HyperX to become the Official Peripheral Partner. NJCAAE will exclusively use HyperX peripheral products (headsets, keyboards, mice, and mousepads) at all LAN events. Member schools of the NJCAAE will receive special discounts off of select HyperX products.

“HyperX is excited to be the official peripheral sponsor of NJCAAE and look forward to an impactful season of collegiate esports events.” said Kitty Nguyen, esports sponsorships specialist, HyperX. “HyperX provides some of the best gaming equipment available especially for college students aspiring to play professionally or interested in becoming content creators while using our gaming headsets, keyboards, mice and mousepads.”

“HyperX is a brand that represents quality of the highest order, and we couldn’t be more excited to be partnered with them. The NJCAAE has a strong focus on adding value to membership, and one of the ways we do that is through identifying and partnering with organizations like HyperX,” stated Jeff White, Executive Director at NJCAAE. “Members can get best-in-class equipment at reasonable rates, and competitors will see improvement in their gaming. I can say this with certainty as I personally have used HyperX equipment for several years now!”

This partnership was brokered by Thomas O’Keefe, Manager Brand Partnerships and Esports at Collegiate Sports Management Group (CSMG) who represents the NJCAAE in media and sponsorship partnerships.

### **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](https://hyperxgaming.com)

### **About NJCAAE**

The National Junior College Athletic Association Esports (NJCAAE), founded in 2019, is the only national esports association exclusively for two-year colleges. The NJCAAE is committed to increasing access to team dynamics, school representation, and campus life for the benefit of student-athletes and member institutions alike. Esports participants and NJCAAE members benefit through meaningful, educational, and transformative opportunities which lead to greater retention and completion rates for participants. Already boasting over 60-schools from all regions of the United States after just two semesters of competition, the NJCAAE continues to make inroads to be the association of choice for all 2-year schools.

### **About CSMG**

Founded in 2014, 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.