



COLLEGIATE SPORTS MANAGEMENT GROUP AND NECC ESPORTS ANNOUNCED PARTNERSHIP

March 31, 2021

MANSFIELD, Ma. – NECC ESPORTS and Collegiate Sports Management Group (CSMG) signed a multi-year partnership for multi-media rights and sponsorship representation.

NECC Esports began sponsoring play in the Fall of 2020 and has grown rapidly. The conference is proud to offer regular season and championship play in a wide variety of titles. Over the course of the last year, the conference has grown to include more than 90 colleges and universities nationwide and extending into Canada.

“We’re excited to partner with CSMG,” said NECC Commissioner Jacob VanRyn. “Our goal in the collegiate esports space since we began this effort is to provide the best possible experience for our players. We believe this relationship will continue to help us work towards that goal.”

“CSMG is excited to enter into this partnership with the NECC, its team of leaders, and member schools. The inclusion of the NECC to CSMG brings our accumulated schools to over 250 as we continue to provide revenue and exposure for our partners in the esports space,” stated Michael Schreck, CEO at CSMG.

The NECC currently offers regular and post-season competition in five titles per semester. This spring, the conference is sponsoring Hearthstone, Overwatch, Rainbow Six Siege, Rocket League, and Valorant. The NECC will be crowning champions in each of its divisions in April.

CSMG will act as the conference’s exclusive partner for external marketing, media, and sales representation for NECC Esports. The NECC and CSMG will be working to develop revenue streams and more exposure for the NECC’s esports membership.

More details regarding the partnership will be announced in the near future.

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. Visit www.collegiatesmg.com for more information.

ABOUT NECC ESPORTS

The NECC announced its intention to sponsor esports in the fall of 2019. Recognizing the growing marketplace, the conference is committed to sponsoring esports in a manner that is similar to any of its other traditional sports. The NECC began play in the fall of 2020 and is currently sponsoring both regular season competition and championships in a wide variety of titles. With more than 90 colleges and universities currently competing, the NECC is proud to be a positive home for the collegiate gaming community. The conference's official tournament platform can be found [here](#).