



**SQWAD**



## **NJCAA ANNOUNCES PARTNERSHIP WITH SQWAD**

August 6, 2020

**Charlotte, NC** – The NJCAA has announced a partnership with SQWAD to become an official partner of the NJCAA. SQWAD assists sports teams and events to connect fans to brands digitally through engaging mobile contests.

“With millions of students attending two-year colleges across the country, we’re extremely excited to work with the NJCAA and their member college athletic departments,” stated Nick Lawson, SQWAD CEO. “Driving new partnership revenue through digital activation is something we are passionate about at SQWAD and we can’t wait to get started in bringing value.”

With the agreement, NJCAA institutions will be able to engage sponsors and users like never before with interactive content on mobile devices. SQWAD will provide digital activations to help NJCAA member colleges engage and connect with their fans digitally on game day and beyond. In turn, these activations will allow sponsors to authentically integrate and connect with fans to drive revenue for the member institutions.

SQWAD’s branded interactive games captivate the fans’ passion and attention on many levels at a time when traditional forms of in-stadium advertising are failing to deliver returns.

“The NJCAA is always looking to provide its member colleges with new tools for success and SQWAD brings countless digital solutions to the two-year college realm,” stated Dr. Christopher Parker, NJCAA President & CEO. “Within the association today and in sports all around, digital media platforms are crucial for keeping fans engaged and involved.”

The partnership was brokered by Collegiate Sports Management Group (CSMG), the exclusive Multimedia and Marketing Rights Representative of the NJCAA.

“We look forward to providing our corporate sponsors the ability to utilize SQWAD’s services inclusive of digital games,” stated Thomas O’Keefe, CSMG Manager of Brand Partnerships & Esports. “Sponsors will be able to further engage with the NJCAA Community like never before in an entertaining and beneficial way.”

### **About SQWAD**

SQWAD is a sports & entertainment technology company based in Portland, Oregon helping engage fans digitally in & out of their stadiums through digital contests. These contests build valuable trackable sponsorship inventory for the organization’s corporate partners. SQWAD currently works with 25 sports organizations including the Chicago Bulls, Virginia Tech, and the Portland Winterhawks. For more information, visit: <https://www.sqwadhq.com/>

### **About NJCAA**

Since 1938, the NJCAA has served as the nation’s premier governing body for two-year collegiate athletics, providing student-athletes opportunities to PREPARE, COMPETE, SUCCEED and ACHIEVE in their academic and athletic disciplines. The NJCAA is the second-largest national intercollegiate athletic organization in the United States with over 500 member schools in 42 states. Each year over 3,400 teams compete in 25 different sports across multiple divisions in the NJCAA and the organization sponsors 47 national championship events and five football bowl games.

### **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/Revenue Generation, Content Creation & Distribution, Media

Rights Strategy & Negotiation, Sponsorship Sales, Name Image and Likeness Solutions, Licensing, Event Production & Management, Ticketing, and Esports. For more information, visit: [www.collegiatesmg.com](http://www.collegiatesmg.com).