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Charlotte, North Carolina – Collegiate Sports Management Group (CSMG) announces the National Junior College Athletic Association Esports (NJCAAES). Competition during the Collegiate Esports National Championship (CENC) from April 29-May 2, 2021.

“Our focus at the NJCAAES is to remove all barriers to entry into the esports space and to create as many pathways to education and success as possible for student-athletes. Through participation in this first of its kind event, we believe we further our efforts in both areas by greatly increasing awareness of the NJCAAES and exposure of our outstanding student-athletes” said Jeff White, Vice President for Legal, Diversity, IT and Resources for NJCAA.

The NJCAAES is the governing body for all 2-year esports institutions as the NJCAA is for traditional sports. Leading into CENC, the NJCAAES is holding their Spring Season among 81 colleges and over 1,500 students and will bring 24 teams to the 4-day event. NJCAAES members will compete in the following 8 titles at the CENC: Rocket League, Overwatch, Valorant, Super Smash Bros, NBA2K, FIFA, Call of Duty and Rainbow 6. All rounds of the playoffs are single elimination, and the winners of final matches are recognized as NJCAAES National Champions. Throughout the weekend all games will be streamed live via the NJCAAES Twitch channel.

The inaugural CENC is the first fully inclusive collegiate esports championship. The CENC will also feature 48, 4-year collegiate esports teams filling brackets from conference champions from at-large berths and will also include corporate sponsorship opportunities, an esports event benefitting the Kay Yow Cancer Fund, and an NFL Alumni Madden competition.

“CENC was organized to bring together the best collegiate gamers regardless of school size and level. Having the NJCAAES involved in CENC allows community college students a chance to showcase their skills to four-year institutions, coaches, and programs and then compete at CENC in future years in the four-year tournament. This is a result of the recruitment pipeline CSMG has built” stated, Thomas O’Keefe Director of Esports Operations and Sales.

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 the Collegiate Esports National Championship (CENC)

The CENC represents the first-time teams from across the entire collegiate esports landscape will go head-to-head for the crowning of a true national champion in Overwatch, Super Smash Bros, and Rocket League. This tournament will bring student-athletes together from 2-year institutions from the NJCAAES and 4-year institutions including teams from ECAC Esports, and other conferences and at-large schools. It is a virtual event that will air on Twitch and the Esports Television Network (ESTV) from April 29th - May 2nd, 2021.

About the National Junior College Athletic Association Esports (NJCAAES)

The National Junior College Athletic Association Esports (NJCAAES), founded in 2019, is the only national esports association exclusively for two-year colleges. The NJCAAESTM 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 NJCAAESTM 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 NJCAAESTM continues to make inroads to be the association of choice for all 2-year schools.