



HOMETOWN TICKETING NAMED OFFICIAL TICKETING PARTNER OF THE NORTHWEST ATHLETIC CONFERENCE

COLUMBUS, OH - December 1, 2020

For Immediate Release

The Northwest Athletic Conference (NWAC) office is proud to announce that it has reached a multi-year agreement with HomeTown Ticketing (HTT) who is an industry leader in digital ticketing. The deal recognizes HomeTown Ticketing as the official NWAC digital ticketing provider, including championship events. This partnership was brokered by Collegiate Sports Management Group (CSMG) who represents the NWAC for media and marketing partnerships; and is increasingly focused on ticketing and data solutions for its school and conference clients.

This partnership will provide convenient online ticketing options for consumers, as well as additional security and reporting capabilities for the NWAC staff to utilize. In addition to championship events, HomeTown Ticketing will provide ticketing for NWAC tournaments and member colleges.

According to **Marco Azurdia, NWAC Executive Director**, “The NWAC is thrilled about this partnership with HomeTown Ticketing and it has been something that we have been working with them and the Collegiate Sports Management Group (CSMG) to make happen. It is imperative for the NWAC to partner with the companies that value our mission, student-athletes, and vision. HTT fit the bill on all three of our principles.”

“HomeTown Ticketing is very excited to partner with The Northwest Athletic Conference, and to be able to provide our state-of-the-art digital ticketing solution for their future tournaments and championships. Our platform will allow fans to purchase tickets online and engage with the NWAC in a secure, simple way for years to come.”

- **Ryan Hart, Chairman & CEO | HomeTown Ticketing, Inc.**

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ABOUT THE NORTHWEST ATHLETIC CONFERENCE

The Northwest Athletic Conference (NWAC) is the athletic governing body of 36 two-year colleges in Washington, Oregon, Idaho and British Columbia. There are 15 men's and women's sports and 10 championship events. Approximately 4,200 student-athletes compete in the NWAC representing a student population of over 400,000. Many NWAC student-athletes continue their academic and athletic careers at the NAIA-NCAA levels. The NWAC promotes the three ideals of Character, Competition, and Community. *NWAC...more than sports.* Learn more at: www.nwacsports.com

ABOUT HOMETOWN TICKETING

HomeTown Ticketing is the leading digital ticketing provider in both K-12 and collegiate spaces, serving schools, districts, conferences, and associations at no cost. A professional-level and fully automated ticketing solution, HomeTown's in-house developed, proprietary ticketing platform is tailored specifically to the needs of schools and governing bodies. Benefits of the HomeTown system include unmatched value through easy-to-use purchasing and redemption options, custom box-offices, event and fan specific reporting tools, and secure financial management features to streamline operations and increase financial transparency. Intuitive and easy-to-use for both event organizers and ticket buyers, HomeTown never touches the event organizer's funds, which are available and accessible within 24h from a ticket sale. Learn more about HomeTown at www.hometownticketing.com | [@hometowntix](https://twitter.com/hometowntix)

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 info.