



COLLEGIATE SPORTS MANAGEMENT GROUP PARTNERS WITH SPORTSFINDA TO STRENGTHEN NIL SOLUTION

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NEW YORK, NY – Collegiate Sports Management Group (CSMG) has established a strategic partnership with Sportsfinda Inc. to become the “Preferred Secondary Marketplace Platform for equipment, game-used apparel, and experiences.” Sportsfinda is a social ecommerce marketplace enabling students and colleges to buy and sell their equipment and merchandise. With the expected NCAA policy shift on Name, Image and Likeness (NIL), the Sportsfinda app is positioned to enable student athletes to capitalize on this anticipated legislation.

Sportsfinda allows sellers to create a personal profile to promote and highlight their athletic successes. Both buyers and sellers are offered multiple ways to connect including live product showcases, auctions, direct purchases, and fundraising opportunities. The experiences feature enables users on the platform to sell an online or in-person sporting experience such as dinner with a star athlete or behind-the-scenes access. Sportsfinda seeks to imitate and leverage consumers’ social media behaviors to enhance their shopping experience through their blog, newsfeed, and direct communication between buyer and seller.

“Our partnership with CSMG enables our team to deliver a platform the college sporting world needs and validates us as a key player in the Name, Image and Likeness space,” stated Ahmad Elhawli, Founder and CEO of Sportsfinda.

Sportsfinda can capitalize on the growing collegiate esports ecosystem. While legislation to allow student-athletes to profit off their NIL is not expected until Summer 2021, the opportunity for NIL monetization already exists within esports. With over 200+ colleges offering esports, Sportsfinda can immediately bring those participants into the marketplace. Sportsfinda can immediately engage with over 1,000 institutions across CSMG’s partnerships with 22 NCAA conferences, the ECAC, the NJCAA, and the NJCAA E.

“As our latest strategic partner, Sportsfinda will bring added value to our association, conference, and school clients in both traditional sports and esports. Sportsfinda will address the needs of all CSMG constituents, especially as Name, Image and Likeness begins to take shape in the 2021-22 academic year,” stated Ray Katz, CSMG Chief Operating Officer and Co-Founder.

ABOUT SPORTSFINDA

Founded in 2018, Sportsfinda is an ecommerce marketplace focused on building a social marketplace enabling students and colleges to sell their equipment and merchandise on one platform. Sportsfinda enables student athletes to monetize their Name Image and Likeness through a powerful platform consisting of Fundraising Tools, Auction Tools, Shoppable Live Streams, Experiences, and many tech-based features. Visit <https://sportsfinda.com/> for more information.

ABOUT COLLEGIATE SPORTS MANAGEMENT GROUP

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. Visit www.collegiatesmg.com for more information.