

# TICKETSMARTER BECOMES OFFICIAL TICKET RESALE MARKETPLACE OF THE NJCAA

April 6, 2020

**Charlotte, NC** – The National Junior College Athletic Association (NJCAA) announced a new partnership with [TicketSmarter](#) which will take over as the Official Ticket Resale Marketplace of the NJCAA. Through this partnership, TicketSmarter will offer members a safe and secure online marketplace to buy and sell tickets, providing fans a seamless experience throughout the process.

"TicketSmarter is dedicated to connecting more fans with live events by providing an exceptional ticketing experience for its partners, and we look forward to working with the NJCAA over the next several years," stated TicketSmarter CEO Jeff Goodman. "The partnership with the NJCAA is a continuation of our commitment to growing our business in the college sports world, and we are thrilled to extend our reach into the community of two-year colleges."

As the official ticket resale marketplace partner, TicketSmarter will receive promotional benefits for the NJCAA along with exclusive marketing and sponsorship rights. Along with other marketing assets, TicketSmarter will be the presenting sponsor for the 2020 NJCAA Men's and Women's Basketball Player and Coach of the Year awards. The agreement was brokered by Collegiate Sports Management Group which is the NJCAA Multimedia and Marketing Rights partner.

"We look forward to building this relationship with TicketSmarter so that our fans, student-athletes and member colleges can attend sporting events hassle-free," stated Dr. Christopher Parker, NJCAA President & CEO. "Not only will TicketSmarter enhance the ticket process for all involved, but it will also provide us with new avenues to showcase our student-athletes."

## **About TicketSmarter**

With seats for over 125,000 live events and 48 million tickets for sale, TicketSmarter is a national ticket marketplace whose mission is to enable customers to experience the power and excitement of live events by creating valuable partnerships while giving back to children's charities. TicketSmarter has committed to contribute \$1 from all TicketSmarter transactions to St. Jude Children's Research Hospital through 2020 to help treat and eliminate childhood cancer and other life-threatening diseases, with a minimum total contribution of \$250,000.

TicketSmarter is the official ticket resale partner of Rose Bowl Stadium and the title sponsor of the [TicketSmarter Birmingham Bowl](#) with ESPN Events - for more information, follow [@Birmingham Bowl](#) on Twitter. Additionally, TicketSmarter is the official ticket resale partner of over 20 collegiate conferences, 70 universities, and hundreds of events and venues nationally.

## **About National Junior College Athletic Association**

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 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 departments and initiatives. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation & Distribution, Media Rights Strategy & Negotiation, Sponsorship Sales, Licensing, Event Production & Management, CRM, Ticketing and esports. CSMG esports rights encompass the ECAC, the NJCAA, and most of the other 20+ conferences represented by CSMG for traditional sports. To learn more about CSMG, visit [www.collegiatesmg.com](http://www.collegiatesmg.com)