



SHERATON RALEIGH HOTEL NAMED OFFICIAL HOTEL PARTNER OF THE COLLEGIATE ESPORTS NATIONAL CHAMPIONSHIP

February 2, 2021

New York, NY- Collegiate Sports Management Group (CSMG) is pleased to announce that Sheraton Raleigh Hotel will be the Official Hotel Partner of the Collegiate Esports National Championship (CENC) taking place in Raleigh, North Carolina from April 29-May 2, 2021. The Downtown Sheraton will host the teams and organizations competing in the event. The hotel is within walking distance of the Raleigh Convention Center, the official venue of the CENC. The downtown location offers guests access to local museums, restaurants, and breweries, in addition to the Convention Center. The hotel's on-site restaurant, Jimmy V's Osteria & Bar, has one of the largest open-air patios in Raleigh and opens directly onto City Plaza.

The inaugural CENC is the first fully inclusive collegiate esports championship as participants will include members of the ECAC and the NJCAA, the only true governing bodies for collegiate esports at the 4-year and 2-year schools, respectively. The CENC will feature 48 collegiate esports teams with automatic bids being awarded to conference champions during their play-in tournaments in March and the remainder of the championship brackets rounded out by at-large berths. The CENC will also include corporate sponsorship opportunities, an esports event benefitting the Kay Yow Cancer Fund, and an NFL Alumni Madden competition.

Neil Malvone, EVP Partnerships, Chief Esports Officer stated, "The Sheraton Hotel will be a great partner for the CENC as schools traveling from across the country will enjoy the amenities and services provided by this world-class hotel. The location is ideal for sponsor and brand activations with its proximity and access to City Plaza, where an esports festival is being planned."

Sheraton's Collegiate & Sports Sales Manager, Trey Jones, added, "We are excited to be selected as the host hotel for the CENC. The Sheraton Raleigh is committed to provide the student athletes a great experience under safety protocols. Kudos to Raleigh Sports Alliance for their intentional focus to bring an event of this caliber to Raleigh, NC. Look forward to continued partnerships with CSMG as they make a footprint in this city".

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.

ABOUT THE SHERATON

The Sheraton is owned and managed by PM Hotel Group. PM Hotel Group is a top 20, leading hotel management company focused on outstanding financial returns for hotel owners nationwide. We manage nearly 40 hotels and development projects comprised of more than 9,000 rooms throughout the United States, providing development, technical consulting, on-site management, revenue leadership and strategy, and accounting expertise.

MEDIA CONTACT

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