

# ECAC Hockey Announces Partnership with Play By Play Sports, LLC

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ALBANY, NY. – ECAC Hockey (@eachockeyMWD1) and Play By Play Sports, LLC, announced today that the two entities have agreed to a multi-year marketing partnership.

Under the agreement, Play By Play Sports, LLC (PBP) shall serve as the exclusive marketing and sponsorship sales consultant partner for ECAC Hockey. PBP will create corporate partner and sponsorship programs, address revenue goals, assist in promoting the conference tournament and develop various marketing, media and branding initiatives. In addition, PBP will be responsible for cultivation and sales of corporate partnerships for ECAC Hockey.



“We are excited to partner with Play By Play Sports to work together to strengthen the ECAC Hockey brand, and enhance awareness within the corporate community,” said ECAC Hockey Commissioner Steve Hagwell.

“We are excited to bring our consultative sales and marketing approach to this outstanding collegiate hockey conference. Our partnership with ECAC Hockey and its impressive member institutions is an excellent fit for our company and the various areas of expertise we provide, and we’re looking forward to building upon the exceptional brand of the conference,” said Tim Roth, Play By Play Sports SVP.

## **ABOUT ECAC HOCKEY**

ECAC Hockey boasts elite student-athletes and teams from 12 of the nation's most prestigious institutions - Brown University, Clarkson University, Colgate University, Cornell University, Dartmouth College, Harvard University, Princeton University, Quinnipiac University, Rensselaer Polytechnic Institute, St. Lawrence University, Union College and Yale University.

For more information about ECAC Hockey, log onto [www.eachockey.com](http://www.eachockey.com). Friend ECAC Hockey on Facebook and subscribe to us on Twitter (@eachockeyMWD1) and YouTube.

## **ABOUT PLAY BY PLAY SPORTS, LLC**

Play By Play Sports, LLC (PBP) is a national sports marketing company providing corporate sponsorship sales and consulting services, as well as various sports marketing agency services. PBP is based in South Bend, IN and includes the University of Notre Dame, Ball State University, the Atlantic Hockey Conference, and Dual Fuel (a Medifast, Inc. company) among its clients.

For more information about PBP, log onto [www.pbpsports.net](http://www.pbpsports.net).