



# PRESS RELEASE

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## MARKETING PARTNERSHIP WITH EIDENT ANNOUNCED

WAKEFIELD, MA – The Hockey East Association, one of the nation's most competitive collegiate hockey conference from top to bottom, announced today that it has agreed to a multi-year agreement with Eident Sports Marketing to exclusively manage and market the Sponsorship Program of Hockey East.

"This partnership is long overdue," said Hockey East Commissioner Joe Bertagna. "We have been looking for an organization that understands us, understands our culture, and, most importantly, is committed to making Hockey East an everyday priority. We believe we have found that in Eident."

John Mathews, President of Eident Sports, commented: "We are thrilled to be aligning Eident with Hockey East and its' 10 men's programs and eight women's hockey teams. We are looking forward to creating unique sponsorship and branding initiatives through the conference championships and season-long opportunities."

"Hockey East is always well represented in the national rankings and at the NCAA Championships, and we are extremely excited to offer sponsors the chance to partner with this premier conference," said Mathews.

### ABOUT HOCKEY EAST

The Hockey East Association is a 10-team, Division I college hockey conference, with offices based in Wakefield, MA. The programs include: Boston College, Boston University, the University of Maine, the University of Massachusetts, UMass Lowell, Merrimack College, the University of New Hampshire, Northeastern University, Providence College, and the University of Vermont. Founded in 1983, the league has won four NCAA championships in the past 13 years. In addition, there are currently more than 50 Hockey East alumni currently playing in the NHL.

The league also sponsors an eight-team women's league which began play in 2002-03. The women's programs include: Boston College, Boston University, the University of Connecticut, the University of Maine, the University of New Hampshire, Northeastern University, Providence College and the University of Vermont. For more information, visit [www.hockeyeastonline.com](http://www.hockeyeastonline.com).

### ABOUT EIDENT SPORTS MARKETING

Eident Sports Marketing is a full-service sports marketing firm based in Providence, RI. Eident's goal is to diligently pursue the common objective of meeting their clients and sponsors' branding, marketing, and client hospitality needs through sports marketing. Eident has significant experience in all facets of the industry, from local and impactful sponsorship deals to national branding strategies and consulting. For more information, visit [www.eidentsports.com](http://www.eidentsports.com).



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