

APR 25 FINAL	APR 21 TBA	APR 26 TBA	APR 26 4:30 pm
Softball	Trap	Women's Golf	Women's Tennis
vs Minnesota State University Moorhead	vs USA College Clay Target League...	at NSIC Championship	at University of Sioux Falls (S.D...

OFFICIAL ATHLETICS SITE OF THE **UNIVERSITY OF MINNESOTA CROOKSTON**



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NSIC enters partnership with ADrenaline Sports Marketing

7/1/2020 10:00:00 AM



BURNSVILLE, Minn. – Northern Sun Intercollegiate Conference Commissioner Erin Lind announced that the league has entered a corporate partnership with ADrenaline Sports Marketing. This partnership will align the NSIC and its member institutions with an industry leader, helping fans get their adrenaline going through award winning storytelling and motion graphics for scoreboards, social media, personalized recruitment videos and digital advertising.

"We are very excited about joining forces with ADrenaline Sports Marketing for this upcoming year," said Lind. "The services that ADrenaline offers and the work they do will be a great asset to our member institutions to tell their stories. We look forward to building our partnership, providing a unique platform to reach our institution's audiences."

"We're honored to partner with the NSIC to lift up the stories of schools and athletes changing the game and to bring fans an evolving and stronger experience through an even stronger venue and platform experience," said Jolene Loetscher, CEO of ADrenaline Sports Marketing.

This partnership, which will involve conference-wide marketing activation, takes effect July 1, 2020.

About ADrenaline Sports Marketing

ADrenaline Sports Marketing is the storyteller of champions. Their diverse group of partners include sports teams, athletes, and brands with one thing in common. They win! And ADrenaline Sports Marketing helps them, and their fans get their adrenaline going through award winning storytelling and motion graphics for scoreboards, social media, personalized recruitment video and digital advertising.

The ADrenaline team has created world-class graphics for pro and college teams that not only make your arena come alive but bring out the best in your electronics. Ribbon graphics that sizzle, player introductions that WOW, and cheer-inducing, crowd pumping, scoreboards that dazzle. ADrenaline knows great teams win big awards. That has led to their producers being honored with 11 Emmy® Awards, 6 NACMA Awards, and dozens of international Telly and W3 Awards. They have produced Emmy-nominated long-form documentaries following the struggles and the celebrations (confetti cannon and all) for teams, created quick-turn content to engage fans online pre-game, half-time and end of game highlights, and made some of the country's most honored scoreboard content to energize teams and fans.

About the NSIC

The NSIC is a 16-team, 18-sport, NCAA Division II conference with institutions located in Iowa, Minnesota, Nebraska, North Dakota and South Dakota. The NSIC is a model Division II conference that uses high-level athletics competition to develop champions in the classroom and community while empowering student-athletes to be impactful and positive leaders. Formed in 1992 by the merger of the Northern Intercollegiate Conference (men's league) and the Northern Sun Conference (women's league), the NSIC has flourished over the past quarter century, maturing into a 16-team union of Upper Midwest colleges and universities. The NSIC has won 23 team national championships and crowned 77 individual national champions.

#NSIC

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