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COLLEGE AVE SELECTS POV SPORTS MARKETING AS AGENCY OF RECORD

College Ave Partners with Agency to Enhance National Sports Portfolio

Wayne, Pa. February 29th, 2024 – POV Sports Marketing announced today that it has been selected by **College Ave** to serve as its **first-ever sports marketing agency of record** to manage and activate its growing portfolio of sports partnerships, as well as provide strategic counsel into future associations for the brand.

The women-owned, boutique firm founded by industry veteran Molly (Mullady) Arbogast in 2016 is dedicated to working alongside brands and properties to optimize their sports marketing solutions. POV Sports Marketing’s team boasts decades of industry expertise in areas of sponsorship strategy, negotiation, management, activation, valuation, promotions and athlete endorsements. College Ave joins the likes of **Wawa, Firstrust Bank, Bimbo Bakeries (Stroehmann) and Rothman Orthopaedics** in placing their faith in the POV brand consulting team.

Providing private student loans products to students and their families since 2014, **College Ave** will be utilizing sports partnerships to highlight its services to students and their families coast-to-coast. College Ave also has a long-standing partnership with the Penn Relays and several other valued community-based sports and entertainment partnerships.

“We’re honored to partner with the team at College Ave to bring their sports and entertainment portfolio to the next level. Upcoming team partnerships and associated programs present a unique opportunity to connect a respected student loan provider with passionate fans in key markets for years to come. We are excited to lead and inspire College Ave’s sports strategy, activation and vision moving forward,” said POV’s CEO Arbogast.

“We are thrilled to team up with POV as our sports marketing partner,” said Angela Colatriano, Chief Marketing Officer of College Ave. “Through their sports marketing expertise and insights, we are

excited to connect with our customers through the celebration of some of life's most memorable moments.”

Leading day-to-day management of the College Ave business for POV Sports Marketing will be Senior Manager **Amanda Byrd**, who has experience in strategy, negotiation, marketing and activation of properties from both the agency and brand sides of the business. Coordinator **Owen Clickman** will be providing activation planning support for the account.

About POV:

POV Sports Marketing, a WBENC certified woman-owned agency, brings sports and entertainment partnerships to life, assisting brands and properties in all aspects of the “deal”, from pre-contract valuations to gameday activation. Services include strategy development, deal evaluation, asset/inventory valuation, contract negotiation, partnership management, athlete negotiations, hospitality management. SponsorshipEdge™ is POV's proprietary suite of services designed to help sales organizations maximize sponsorship revenue and create effective processes, systems and sales strategies. It encompasses many facets ranging from sales negotiation and rate card valuation to sales advisory and a customized “Venue, Market & Revenue Report” tool for detailed analytics. To learn more about POV Sports Marketing, including the agency's client work and complete suite of services, visit POVSportsMarketing.com.

About College Ave:

College Ave started with a big vision and a simple mission – take the stress out of paying for college so students can focus on preparing for a bright future. Now a leading financial services company, College Ave remains committed to using best-in-class technology and deep industry expertise to deliver practical and personal solutions that give young adults a running start on their roads to financial success. We offer best-in-class products with competitive rates and a customer-friendly experience from start to finish. Visit: collegeave.com.