

Athlete Advantage Expands Portfolio with Addition of Appalachian State University

Athlete Advantage partners with App State to drive new revenue through impactful events and innovative strategies for athletic department growth.

LEXINGTON, KY, UNITED STATES, June 5, 2025 /EINPresswire.com/ -- Athlete Advantage is proud to announce a new partnership with Appalachian State University, further expanding its dynamic portfolio of collegiate partners. Through this partnership, Athlete Advantage will support App State's Athletics Department in generating new revenue streams by programming economically impactful events at various athletic facilities across campus.

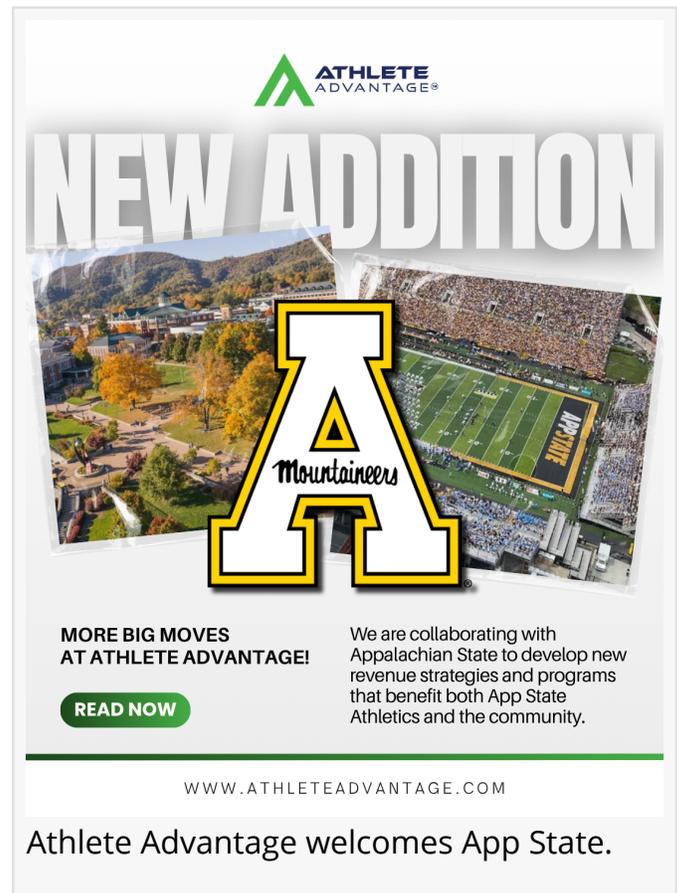
"Partnering with Appalachian State University and my good friend, Doug Gillin, represents an exciting step forward as we continue to deliver innovative strategies that drive meaningful impact," said Dan Barrett, Chief Partnership Officer of Athlete Advantage. "Our goal is to create additive and sustainable revenues for their athletics department by leveraging untapped opportunities and developing programming that benefits both student-athletes and the broader university community."

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This partnership reiterates Athlete Advantage's commitment to empowering athletic departments with sustainable and scalable solutions that increase financial growth and community engagement.



The graphic features the Athlete Advantage logo at the top right. Below it, the text "NEW ADDITION" is written in large, bold, white letters. The background is a collage of images: a scenic view of a campus with mountains, a large stadium filled with spectators, and a large white letter 'A' with a yellow outline and the word "Mountaineers" written across it. Below the collage, the text "MORE BIG MOVES AT ATHLETE ADVANTAGE!" is displayed in bold, followed by a green "READ NOW" button. To the right of the button, a paragraph of text reads: "We are collaborating with Appalachian State to develop new revenue strategies and programs that benefit both App State Athletics and the community." At the bottom of the graphic, the website "WWW.ATHLETEADVANTAGE.COM" is listed, and the headline "Athlete Advantage welcomes App State." is centered.

Athlete Advantage welcomes App State.

About Athlete Advantage

Athlete Advantage creates impactful revenue solutions for university athletics departments through a comprehensive NIL ecosystem. A leader in NIL management and revenue solutions, Athlete Advantage delivers unique experiences that support both athletic departments and drive economic impact. They provide partnership opportunities with an approach that enhances the reach and influence of college sports, enriching the community and maximizing opportunities for student-athletes. For more information about the services Athlete Advantage can provide, contact Jason Eyer mann, Vice President of Operations, at jason@athleteadvantage.com or visit <https://athleteadvantage.com/>.

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