



FloSports Announces Partnership With Cutting Edge Sports Management, Bringing The HBCU-Dream Bowl Weekend to FloFootball.com

Pre-draft bowl offers prospects a final chance to impress pro scouts in a live game atmosphere

AUSTIN, Texas – November 12, 2018 — Today, [FloSports](#), the innovator in live digital sports and original content, announced a partnership with Cutting Edge Sports Management Group (CESM) to provide live and on-demand coverage of their premier college football and all-star events, the Dream Bowl and the HBCU Spirit of America Bowl, exclusively on [FloFootball.com](#).

The HBCU-Dream Bowl Weekend will air during Martin Luther King, Jr. weekend Jan. 17-21, 2019. The two all-star bowl games will provide aspiring pros with a final opportunity to showcase their skills and prove they have what it takes to play at the next level. It is also a send-off celebration for the athletes, families, alumni, and fans to honor the student-athletes' years of sacrifice for the game of football.

CESM will honor this holiday weekend through its football and family-oriented activities to commemorate the diverse culture, traditions, and community created by our national love for the game of football.

"We have found the ideal broadcast partner in FloSports," President of Cutting Edge Sports Management Neil Malvone said. "Their relationship with the SIAC and MEAC, premier HBCU conferences, coupled with their broadcasting of live HBCU college football events and HBCU band performances, made this a perfect fit for our HBCU-Dream Bowl Weekend." "Their innovative programming will enable us to broadcast all weekend events including the combines, the awards banquets, jersey presentations and much more."

"We are pleased to enter into this relationship with CESM to deliver a college all-star game that our football community will enjoy watching," FloSports Director of Rights Acquisition Lindsey Ross said. "Through this agreement, we are able to continue to expand our product offering, and provide relevant, high quality live football games for student-athletes, alumni, and fans from the institutions competing and beyond."

Streaming more than 10,000 live competitions per year, FloSports continues to emerge as the global leader in live, in-depth, and on-demand digital coverage for passionate sports fans.

To access live and on-demand coverage of the Dream Bowl and the HBCU Spirit of America Bowl plus additional coverage, visit [FloFootball.com](#) to become a monthly or annual PRO subscriber. Either subscription unlocks access to premium content across the entire FloSports network. Watch the matches across all screens by downloading the FloSports app on iOS, Roku, or Apple TV 4.

About FloSports

FloSports, the innovator in live digital sports and original content, partners with event rights holders, governing bodies, and other media companies to unlock a world of sports coverage that true fans have been waiting for. Through live streaming of premier events, original video programming, and weekly studio shows, FloSports is growing the sports, the events, the athletes, and the fans. Current verticals under the FloSports header include Volleyball, Basketball, Rugby, Football, Wrestling, Track, Gymnastics, Hockey, and more.

About Cutting Edge Sports Management

CESM is a full-service leader in sports management with areas of expertise in event planning, strategic marketing, business management, player development, and media relations. CESM creates innovative all-star event competitions at every level of sports. The CESM difference is to continue to revolutionize the sports industry with strategic partnerships and full service event planning capabilities.