

FloSports and Northwest Conference (NWC) Enter Exclusive Media Rights Agreement, Bringing NCAA Division III Conference to FloCollege

NWC is the Ninth DIII Conference to Join FloCollege Increasing the Total Conference Portfolio to 18 for the Fall 2025 Season

AUSTIN, TX (June 20, 2025) – FloSports and the Northwest Conference (NWC) have entered into an **exclusive five-year media rights agreement** that will begin in the fall of 2025, bringing nine colleges and universities to the **FloCollege** platform. Through the agreement, FloSports will provide a global platform to live stream over **800 regular-season** and postseason events annually. The partnership further reinforces **FloSports** commitment to Division III athletics - adding a ninth conference to the portfolio, bringing the total to **18 conferences** across all **NCAA** levels in the fall.

The NWC includes nine diverse member institutions across Oregon and Washington: **George Fox University, Lewis & Clark College, Linfield University, Pacific University, Pacific Lutheran University, University of Puget Sound, Whitman College, Whitworth University, and Willamette University.** NWC schools emphasize both academic success and athletic achievement, fostering a well-rounded student-athlete experience. Member programs regularly compete at a high level nationally while promoting the values of education, unity, and sportsmanship.

“Partnering with FloSports marks an exciting step forward for the Northwest Conference as we expand our reach and elevate the visibility of our student-athletes. This collaboration allows us to share compelling stories that reflect our core values of academic centrality, unity, and competitive excellence – while ensuring the NWC is well-prepared for the ever-evolving landscape of college athletics,” commented **Shana Levine, Commissioner of the NWC.**

FloCollege will deliver live and on-demand coverage for the NWC full sports calendar across **12 different sports.** Beyond live competition, FloSports will also invest in **original content** and storytelling initiatives online and across social media aimed at elevating the profile of NWC student-athletes and institutions. The NWC joins several of its regular non-conference opponents in partnering with FloSports, the industry leader and primary media rights partner for Division III conferences.

Michael Levy, FloSports SVP of Global Rights & Acquisition, added, “The NWC represents a diverse grouping of institutions in the Pacific Northwest that will benefit from exposure on a national platform like FloCollege. We’re excited to elevate exposure for these schools and their athletes, while investing in their ability to produce high-quality events.”

FloSports’ **investment in college sports** goes to support rights fees, production, content, product technology, and marketing. The direct investment helps member institutions elevate the student-athlete experience, program visibility, and viewer experience across all sports.

FloCollege is available via web, mobile apps (**iOS and Android**), and streaming platforms including **Roku, Apple TV, and Amazon Fire TV.** The FloSports app will be pre-installed on most top-selling Smart TVs in the U.S. this year, making it easier than ever for fans to watch. Subscription options

include both monthly and annual plans, with special pricing available to users with a .edu email address. For more information, visit www.FloCollege.com.

About FloSports

Founded in 2006, FloSports is a global sports media company delivering live and on-demand event coverage, award winning original content, always-on social experiences, and comprehensive sports data solutions to passionate and underserved sports fans. Its portfolio covers more than 25 different sports categories and includes the top destinations for avid fans seeking unmatched coverage for the sports they love: motorsports (FloRacing), hockey (FloHockey), wrestling (FloWrestling), Jiu-Jitsu (FloGrappling), Track & Field (FloTrack and MileSplit), cheer (FloCheer and Varsity), a variety of NCAA sports (FloCollege), and more. Strategic partnerships with NASCAR, USA Wrestling, High Limit Racing, Varsity Spirit, the American Hockey League (AHL), Wanda Diamond League, Tour de France, 18 NCAA Conferences, and others, fuel more than 40,000 live events streamed annually across the globe and accessed via monthly or annual subscriptions. For more information, please visit: flosports.tv.

About Northwest Conference

The Northwest Conference was formed in 1926, making it one of the oldest athletics conferences in the western United States. Since then, the Northwest Conference has established itself as one of the most competitive NCAA Division III conferences in the U.S. Comprised of nine private colleges and universities in Washington and Oregon, the NWC is competitive on a national level in a wide array of sports and recognized for its emphasis on academic excellence. The NWC's current membership includes Lewis & Clark College, Linfield University, George Fox University, Pacific University and Willamette University from Oregon; and Pacific Lutheran University, the University of Puget Sound, Whitman College and Whitworth University from Washington.