



Athlete Advantage Announces New Partnerships with Furman University and The Charleston Edge

Athlete Advantage partners with Furman University and The Charleston Edge to launch custom revenue and NIL strategies in the Southeast.

LEXINGTON, KY, UNITED STATES, June 3, 2025 /EINPresswire.com/ -- Athlete Advantage, a leader

“

Furman Athletics is thrilled to announce our partnership with Athlete Advantage as part of our strategic growth and commitment to serving the Greenville and Upstate South Carolina communities”

*Jason Donnelly, Vice President
for Intercollegiate Athletics*

in revenue generation solutions for college athletics, is proud to announce its latest partnerships with Furman University and The Charleston Edge, the official NIL collective of the College of Charleston. These additions further extend Athlete Advantage’s growing footprint in the Southeast and highlight how they help universities build sustainable, school-specific revenue models.

At both institutions, Athlete Advantage is creating customized revenue generation strategies designed to enhance athletic department resources, elevate student-athlete support, and create deeper engagement opportunities for fans, alumni, and business partners. Athlete Advantage is developing a series of event

activations and concerts at partner university facilities.

“Furman and the College of Charleston both have rich traditions and strong athletic brands,” said Dan Barrett, Chief Partnership Officer of Athlete Advantage. “We’re honored to partner with these respected institutions and help shape the next chapter of their success through innovative, strategic, and sustainable solutions.”

“Furman Athletics is thrilled to announce our partnership with Athlete Advantage as part of our strategic growth and commitment to serving the Greenville and Upstate South Carolina communities,” said Jason Donnelly, Vice President for Intercollegiate Athletics. “Athlete Advantage is a national leader in fan experience and innovative partnerships that represent the future for college athletics. We look forward to working closely together and sharing exciting opportunities at Furman in the years to come.”


Supporters can expect exciting event activations, community engagement initiatives, and other revenue generating verticals to launch in the near future, further showcasing each school's unique identity while driving new revenue streams.

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, reach out to Jason Eyermann, Vice President of Operations, at jason@athleteadvantage.com or visit <https://athleteadvantage.com/>.

###

Jason Eyermann
Athlete Advantage
+1 859-940-0539
jason@athleteadvantage.com



The graphic features the Athlete Advantage logo at the top left. To its right is a purple square with the Furman University logo and a stylized building. Below the Athlete Advantage logo is the text "EXCITING ADDITIONS!". To the right of this text is a red square with "The EDGE" logo and "CHARLESTON COLLECTIVE" text. Below the "EXCITING ADDITIONS!" text is the text "Big moves happening at Athlete Advantage!". Below that is the text "We're proud to welcome Furman University and The Charleston Edge to our growing roster!". At the bottom left is a green button with the text "READ NOW". At the bottom center is the website "WWW.ATHLETEADVANTAGE.COM". At the bottom right is the text "Furman University and The Charleston Edge Partner with Athlete Advantage".

ATHLETE ADVANTAGE

EXCITING ADDITIONS!

Big moves happening at Athlete Advantage!

We're proud to welcome Furman University and The Charleston Edge to our growing roster!

READ NOW

WWW.ATHLETEADVANTAGE.COM

Furman University and The Charleston Edge Partner with Athlete Advantage

This press release can be viewed online at: <https://www.einpresswire.com/article/818343896>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.