

Matrix Basement Finishing Joins Forces With Grand Valley State University Athletics

Matrix partners with Grand Valley State University Athletics to celebrate teamwork, resilience, and community pride.

ALLENDALE, MI, UNITED STATES,
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Matrix Basement Finishing, the nation's
largest basement finishing contractor,

is proud to announce a new partnership with Grand Valley State University Athletics. The collaboration underscores Matrix's commitment to supporting programs that build community and encourage the next generation of leaders.



Matrix Basement Finishing Logo

“

We know how much pride people take in supporting GVSU, and we want to show that same pride by standing beside the athletes, coaches, and fans who make it all possible.”

*Nick Richmond, CEO of Matrix
Basement Finishing*

GVSU is known for its strong athletic tradition and for uniting students, alumni, and fans across Michigan. The Lakers' reputation for hard work and perseverance fits naturally with Matrix's own story. With more than 12,000 basements completed throughout the Midwest, Matrix has grown by focusing on craftsmanship, consistency, and helping families create spaces where they can connect.

Through this partnership, Matrix will be present at athletic events and initiatives that strengthen bonds between the university and its supporters. Fans can expect Matrix to

engage in meaningful ways, whether through event sponsorships, campus visibility, or programs that celebrate the effort and dedication of GVSU student-athletes.

The collaboration is not just about athletics. For Matrix, it's also about investing in traditions that shape the region. GVSU stands out for its role in preparing young people to succeed beyond the classroom and the field. That combination of education, teamwork, and leadership mirrors the values that have guided Matrix since the beginning.

Matrix has always seen its work as more than just [finishing basements](#). Each project represents a chance for families to carve out new possibilities, a quiet [office](#) for work, a playroom for kids, or

a space to gather for a big game. By partnering with GVSU, Matrix is connecting that idea of building spaces at home with the university's mission of building character, resilience, and community spirit.

Looking ahead, Matrix is excited to deepen its engagement with GVSU Athletics and continue creating opportunities that unite families, fans, and communities across the Midwest.

Marketing

Matrix Basement Finishing

+1 847-290-8000

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