

Men of Westwood Collective Partners with Rivals Media to Launch Innovative Sweepstakes Benefitting UCLA Student Athletes

The groundbreaking initiative will revolutionize the way fans engage with their favorite teams and athletes.



Los Angeles, California Nov 6, 2023 ([IssueWire.com](https://www.issuewire.com)) - Men of Westwood, a Name, Image, Likeness (NIL) collective dedicated to supporting UCLA student-athletes, is thrilled to announce its partnership with Rivals Media to introduce free-to-play mobile sweepstakes. This groundbreaking collaboration is designed to engage fans, raise funds for local non-profit organizations, and offer a chance to win exclusive VIP experiential prizes. The partnership creates a mutually beneficial ecosystem that uplifts both student-athletes and the communities they represent.

Men of Westwood and Rivals Media have come together to deliver an initiative that promises to revolutionize the way fans engage with their favorite teams and athletes. This partnership allows you to tap into the immense passion and loyalty of UCLA's fanbase, reaching a wide audience of enthusiastic supporters eager to get involved.

Moreover, it provides valuable exposure and brand recognition, all while demonstrating a steadfast commitment to fostering a sense of community and empowering the next generation of athletes. Don't miss the opportunity to be at the forefront of this exciting mobile sweepstakes launch.

The sweepstakes enables fans to participate for free by predicting outcomes for each match. Additionally, when fans register for the sweepstakes, they have the option to donate to Men of

Westwood and a local non-profit organization associated with the game. This unique feature empowers fans to support their favorite student-athletes while making a positive impact in the community.

Ken Graiwer, CEO of Men of Westwood, expressed his enthusiasm about the partnership, stating, "We are thrilled to partner with Rivals Media to launch this exciting sweepstakes. By providing fans with the opportunity to engage with their favorite sports teams and support local non-profits, we hope to foster a sense of community and empower our student-athletes."

In addition to competing against fellow fans, participants will have the chance to face off against celebrities during special events. By sharing their predictions and sweepstakes entries, fans can earn contest entries and help drive more users to the app, thereby expanding the collective's reach and impact.

John Cioe, CEO of Rivals Media, emphasized the power of sports to bring people together, saying, "Through this partnership, we aim to create an interactive and engaging experience for fans while supporting Men of Westwood's mission of making a positive difference in the lives of student-athletes and the community."

The sweepstakes will offer fans the opportunity to win VIP experiential prizes, providing them with unique and unforgettable experiences related to their favorite sports teams. These prizes aim to enhance the connection between fans and student-athletes, fostering a sense of camaraderie and support.

To explore partnership opportunities, please contact John Cioe at Rivals Media via email at jcioe@rivalsmedia.com.

For more information about Men of Westwood, the mobile sweepstakes, and ways to get involved, please visit <https://www.menofwestwood.com/>.

About Men of Westwood: The Men of Westwood was founded by top-level UCLA supporters to provide assistance to UCLA men's basketball and football student-athletes. Men of Westwood achieves this by cultivating, fostering, and facilitating NIL opportunities with businesses, donors, and fans to ensure success on and off the field.

About Rivals Media: Rivals Media is a media company specializing in engaging sports fans through innovative platforms and experiences. By leveraging technology and media, Rivals Media aims to create interactive and immersive experiences for fans while supporting meaningful causes. Visit www.rivalsmedia.com for more information.



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Source : Men of Westwood, Inc.

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