

Players Era Launching November Mania™ – The Players Era Men's Championship more than doubles in size, establishing new American Tentpole Sporting Event over four days Thanksgiving week: 18 Teams – 27 Games – 1 Champion

Players Era Women's Championship debuts with three of last year's Final Four teams meeting to crown a Champion in November

TNT Sports to Serve as Exclusive U.S. Distribution Partner, Televising & Streaming All Men's and Women's Players Era Games Across TNT, truTV and Max

MGM Resorts International collaborates with Players Era Festival to host tournaments at MGM Grand Garden Arena and Michelob ULTRA Arena in Las Vegas

Publicis Sports returns as key support partner for Players Era and TNT Sports, providing early access to advertising and sponsorship opportunities for the Men's and Women's Championships



Men's Championship Field Features 15 Teams in Too-Early Top-45 rankings, including last year's National Runner-up Houston, anticipated Pre-season Top-5-ranked Michigan and St. John's, along with other powerhouse programs including Kansas, Alabama, Auburn, Gonzaga and Tennessee

NEW YORK (JULY 14, 2025) –Players Era, an EverWonder Studio company, today announced the launch of November Mania™, a first-of-its kind college basketball showcase event that will deliver the excitement of post-season play with the early-season tentpole Players Era Men's and Women's Championships staged during Thanksgiving week at MGM Resorts International's MGM Grand Garden Arena at MGM Grand Hotel & Casino and Michelob ULTRA Arena at Mandalay Bay Resort and Casino in Las Vegas. Players Era also announced an extension of its distribution partnership with TNT Sports, which will serve as the exclusive U.S. broadcast partner for both the Players Era Men's and Women's Championships, airing games on TNT, truTV and Max.

The tournaments will feature an unprecedented showcase of the top-ranked teams, playing more than 30 games in four days in high-intensity competition that will set the tone and establish storylines for programs eyeing a national championship run. This year, the Players Era Men's Championship will expand to 18 teams and take place November 24-26, and the debut edition of the Players Era Women's Championship will be played November 26-27.

The Players Era Men's Championship includes 15 teams currently ranked in the latest Too-Early Top-45 Offseason rankings, and six that played in last year's NCAA Sweet 16, including national runner-up Houston. The Players Era Women's Championship is the best-ever women's college basketball in-season tournament, making its debut with three of last year's Final Four programs in South Carolina, UCLA and Texas, along with Duke, who advanced to the Elite Eight.

MGM Rewards and AXS members will have the opportunity for an exclusive pre-sale available **Thursday, July 24 from 10 a.m. PT – 10 p.m. PT**. Tickets go on sale to the public **Friday, July 25 at 10 a.m. PT** and will be available for purchase via [Players Era Festival](#).

Publicis Sports, the dedicated U.S. sports practice within Publicis Media, will continue its long-term partnership with Players Era, once again supporting the agreement between EverWonder and TNT Sports. As a part of the partnership, Publicis Sports clients will have early access to new advertising and sponsorship opportunities for the tournaments.

"The Players Era Championship – November Mania™ – will be the front cover of the college basketball season, bringing excitement, intensity and a new "Major Championship." With November Mania, we are creating a new American tentpole sporting event that will bring the madness to November, serving college basketball fanatics and reaching more casual fans, growing the game by expanding college basketball's imprint on the national stage before the start of conference play," said **Players Era CEO Seth Berger**. "We're bringing together the deepest fields and staging the most challenging matchups, so that taking the Players Era Championship title means winning the first truly major event of the college basketball season."

Raphael Poplock, senior vice president of acquisitions, business development and partnerships at TNT Sports, said, "We look forward to once again presenting some of the best in college basketball across TNT Sports' networks and platforms. This collaboration with EverWonder and Publicis further expands our championship-caliber college basketball portfolio, while also helping to drive opportunities for college athletes, including showcasing some of the top women's basketball programs in the country."

Lance Evans, MGM Resorts International's Senior Vice President of Sports & Sponsorships, said, "The MGM Grand Garden Arena and Michelob ULTRA Arena have historically been home to some of the destination's most exciting live events. We look forward to, once again, hosting the Players Era Festival and delivering the student-athletes, coaches, staff and college basketball fans nationwide another championship experience here in Las Vegas."

Publicis Sports President Jon Tuck said, "We are incredibly excited to work with our partners at EverWonder and TNT Sports to bring this best-in-class, in-season tournament to life. We are proud of the quality of the fields on both the Men's and Women's sides and the opportunities that this tournament presents for Publicis clients. The Women's tournament also reinforces our continued commitment, support and investment in Women's sports."

The Players Era Men's and Women's Championships will feature over \$20 million in guaranteed sponsor NIL activities for participating teams. Like last year, these NIL activities will take place during ancillary events that are separate from the players' participation in the Players Era games.

Players Era Men's Championship Schedule and Format

The first two days of the Men's Championship will be pre-set, with Wednesday's championship day matchups determined following the outcome of the first two days of competition. Teams that win their first two games – and based on the matchups there could be as many as six teams that go 2-0 – will be the first to qualify for Players Era Championship and Third-Place game matchups, followed by teams that go 1-1. The Men's Championship Game will take place Wednesday, Nov. 26 at the MGM Grand Garden Arena at 9:30 PM (EST).

As with last year's inaugural tournament, every second of every game will count, as championship seeding and any tie breaks – either for more than four undefeated teams, or a 1-1 team filling out the top four – will be determined by point differential, points scored and points allowed.

Some of the marquee matchups over the first two days of competition include on Monday, Nov. 24, Alabama against Gonzaga at 9:30 PM (EST), 2025 national runner-up Houston taking on Syracuse at 6 PM (EST), anticipated pre-season Top-5 St. John's playing Iowa State at 4:30 PM (EST), Kansas against Notre Dame at 3:30 PM (EST), and 2024 Players Era Men's Champions Oregon will face Auburn at 8 PM. On Tuesday, Nov. 25, Houston will face Tennessee at 6 PM (EST), St. John's will play Baylor at 5 PM (EST), Auburn will face Michigan at 8:30 PM (EST) and Gonzaga will play Maryland at 9:30 PM (EST).

Players Era Women's Championship Schedule and Format

Showcasing four teams expected to contend for this year's national championship, the Players Era Women's Championship will take place as a four-team tournament, with semifinal matchups played Wednesday, Nov. 26, and the championship and third-place games set for Thanksgiving Day, Thursday, Nov. 27, all played at Michelob ULTRA Arena.

In the first semifinal matchup, Texas will take on UCLA at 2 PM (EST) and in the other, national runner-up South Carolina will face Duke at 4:30 PM (EST). The two winners of the semifinal games will play in the inaugural Players Era Women's Championship title game on Thursday at 8 PM (EST) and the third-place game will be played at 10:30 PM (EST).

With the caliber of top-tier players and legendary coaches, the Players Era Women's Championship is expected to bring the feel and competition more like the Final Four, with three of last year's four national semifinalists competing – South Carolina, Texas, and UCLA – along with Duke who won the 2025 ACC Tournament and fell to South Carolina in the East Regional Final.

Three-time national champion head coach Dawn Staley and South Carolina, coming off a national runner-up finish a year ago, welcome back Chloe Kitts and Joyce Edwards for this season. Head coach Cori Close and UCLA will see Lauren Betts and Kiki Rice return, along with the addition of the nation's second-ranked recruit Sienna Betts. Head Coach Kara Lawson and Duke were back in the Elite Eight last year, and will return four of five starters. Vic Schaefer's Texas Longhorns welcomes back first-team All-American and SEC Player of the Year Madison Booker after advancing to the Final Four and SEC Championship game a year ago.

“**Players Era Festival**” is presented by MGM Resorts Live Event Ventures which is focused on seeking out and creating new-to-market live sports and entertainment programming including “The MGM Rewards Slam” and LPGA T-Mobile Match Play, to name a few.

2025 PLAYERS ERA MEN’S CHAMPIONSHIP SCHEDULE

Monday, Nov. 24

Tennessee vs. Rutgers	MGM Grand Garden Arena	1:00 PM (EST)
Baylor vs. Creighton	Michelob ULTRA Arena	2:00 PM (EST)
Kansas vs. Notre Dame	MGM Grand Garden Arena	3:30 PM (EST)
St. John’s vs. Iowa State	Michelob ULTRA Arena	4:30 PM (EST)
Houston vs. Syracuse	MGM Grand Garden Arena	6:00 PM (EST)
Oregon vs. Auburn	Michelob ULTRA Arena	8:00 PM (EST)
Alabama vs. Gonzaga	MGM Grand Garden Arena	9:30 PM (EST)
Michigan vs. San Diego State	Michelob ULTRA Arena	10:30 PM (EST)
Maryland vs. UNLV	MGM Grand Garden Arena	12:00 AM (EST)

Tuesday, Nov. 25

Rutgers vs. Notre Dame	MGM Grand Garden Arena	1:00 PM (EST)
Iowa State vs. Creighton	Michelob ULTRA Arena	2:30 PM (EST)
Kansas vs. Syracuse	MGM Grand Garden Arena	3:30 PM (EST)
St. John’s vs. Baylor	Michelob ULTRA Arena	5:00 PM (EST)
Houston vs. Tennessee	MGM Grand Garden Arena	6:00 PM (EST)
Michigan vs. Auburn	Michelob ULTRA Arena	8:30 PM (EST)
Gonzaga vs. Maryland	MGM Grand Garden Arena	9:30 PM (EST)
Oregon vs. San Diego State	Michelob ULTRA Arena	11:00 PM (EST)
Alabama vs. UNLV	MGM Grand Garden Arena	12:00 AM (EST)

Wednesday, Nov. 26

Championship Game	MGM Grand Garden Arena	9:30 PM (EST)
Third-Place Game	MGM Grand Garden Arena	7:00 PM (EST)

All other matchups will be determined following the first two days of competition

2025 PLAYERS ERA WOMEN’S CHAMPIONSHIP SCHEDULE

Wednesday, Nov. 26

Texas vs. UCLA	Michelob ULTRA Arena	2:00 PM (EST)
Duke vs. South Carolina	Michelob ULTRA Arena	4:30 PM (EST)

Thursday, Nov. 27

Championship Game	Michelob ULTRA Arena	8:00 PM (EST)
Third-Place Game	Michelob ULTRA Arena	10:30 PM (EST)

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