



# THE BLACK SHEEP

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## THE **BLACK SHEEP** Fact Sheet

**About The Black Sheep** Founded at the University of Illinois as The Booze News and rebranded as The Black Sheep in 2009, The Black Sheep is a collegiate content and marketing company that allows local and national brands a one-stop shop to reach the collegiate demographic.

On the editorial side, The Black Sheep develops strong campus teams who create unique, local content that focuses on the social and entertainment side of college, written by students, for students. On the marketing side The Black Sheep is able to execute any campaign from lead generation, user acquisition, hosted events, and other strategic methods to ensure a strong return for our clients.

The Black Sheep has a presence at more than 65 universities powered by structured campus teams comprised of students gaining experience in editorial, marketing, sales, operations, and other areas.

**Leadership** Atish Doshi, Founder & CEO

**Campuses** The Black Sheep currently maintains a presence at the following universities:

Arizona	Florida State	Miami Ohio	Ole Miss	UC Irvine
Arizona State	University	Michigan	Oregon	UC Riverside
Binghamton	George Mason	Michigan State	Penn State	UC Santa
Boston College	Georgia	Minnesota	Pittsburgh	Barbara
Boston	Grand Valley	Missouri	Purdue	UCLA
University	State	NC State	Rutgers	UConn
Clemson	Illinois	Nebraska	San Francisco	UMass
Cornell	Illinois State	North Texas	State	UNC Charlotte
CU Boulder	Indiana	Northern	South Carolina	VCU
Delaware	University	Arizona	Syracuse	Virginia
DePaul	Iowa	Northwestern	Tennessee	Virginia Tech
East Carolina	Iowa State	Notre Dame	Texas Austin	West Virginia
Eastern	Kansas	NYU	The Weekly Beer	Western
Connecticut	Kentucky	Ohio State	Geek	Michigan
State University	LSU	Ohio University	UC Berkeley	Wisconsin
Florida	Maryland	Oklahoma State	UC Davis	

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