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## **Senné named partner of Boston College Athletics**

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Boston, MA According to the Boston-based, industry-leading real estate advisory and investment firm Senné, has begun its new year-long relationship with Boston College Athletics, just prior to the Eagles' 2021 season kick-off on September 4. It will focus predominantly on BC's football, hockey, basketball, and women's lacrosse teams, representing all genders and all seasons.

"I'm proud and thankful to be a BC alumnus and now a corporate partner of Boston College Athletics," said William Senné, president and CEO of Senné. "Both Boston College Athletics and Senné showcase a daily commitment to excellence, hard work, and service to others, no matter the arena. Go Eagles!"

Other BC alumni on the Senné team include chief marketing officer Frank Hwang, as well as associates Samantha Curtis and Beth O'Brien, and senior associate Nicole Pirnie.

As part of this sponsorship and Senné's ongoing efforts to support the local community, Senné will have visibility in BC Athletics marketing materials, social media, and on field and arena signage. It also marks one of the first instances to see Senné's new campaign: "Real estate. Real results." Senné will sponsor select BC Club networking events with future plans to extend the relationship into other avenues.

"We're pleased to partner with Senné, a dynamic and innovative organization which matches the values and spirit of Boston College Athletics," said Mike Winn, general manager for Boston College Sports Properties, the university's athletics multimedia rightsholder. "We are always excited to work with our alumni like William Senné and share in their successes."

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