

Illinois Springfield Partners with Collegiate Sports Management Group

SPRINGFIELD, IL --- The University of Illinois Springfield Athletics Department has entered into a multi-year agreement with the Collegiate Sports Management Group (CSMG). This partnership gives CSMG the exclusive media and marketing/sponsorship rights to sell across all avenues and generate revenue for Illinois Springfield.

“This partnership is a great step as we continue to grow our brand,” said UIS Director of Athletics, Jim Sarra. “CSMG will not only help grow the UIS brand in and around Springfield, but throughout the region as we continue our quest at becoming the premier Division II public institution in the Midwest.”

“We are excited to partner with UIS and extend our reach into the world class, University of Illinois system,” said Michael Schreck, CEO of Collegiate Sports Management Group. “UIS is a premier public university which offers tremendous marketing assets to go along with the school’s relentless dedication to academic excellence, enrichment of individual lives, and making a difference in the world. This new relationship enhances and strengthens our current partnership with the Great Lakes Valley Conference, and is a key addition in providing sponsors with a powerful marketing platform in the midwest.”

This agreement will begin immediately and will be a four-year agreement. This is the first agreement of its kind for the UIS athletic department.

About Collegiate Sports Management Group

CSMG is committed to driving the business performance of collegiate athletic conferences and schools, providing them with a successful growth strategy, and generating revenue to support their athletic departments and initiatives. CSMG markets and sells college assets including but not limited to intellectual property, media, content, and sponsorships around collegiate sports, facilities, games, events, tournaments, and other related content. CSMG secures and partners with college sports entities, multi-media outlets, event organizers, and promoters for content development, distribution, and production.