



October 31, 2018

**CHARLOTTE, NC** – The NJCAA and Collegiate Sports Management Group (CSMG) have signed a multi-year agreement for representation of the association’s multimedia and marketing rights. CSMG will sell across all NJCAA assets to generate sponsorship and media revenue for the NJCAA. CSMG will also negotiate/advise on all Television, Digital/Streaming, Audio, and Mobile deals on behalf of the association.

“We are excited about this partnership opportunity that will continue to provide outstanding opportunities for the NJCAA,” stated NJCAA President and CEO Dr. Christopher Parker. “CSMG will provide invaluable benefits and exposure to our national association.”

“The NJCAA footprint is represented in 42 states across the United States,” said Michael Schreck, Co-Founder and Chief Executive Officer at CSMG. “As the second largest governing body in collegiate athletics, CSMG is excited to partner with the NJCAA to drive significant exposure and revenue. “We are excited to align with the NJCAA to expand content distribution across different Networks.”

CSMG will look to develop opportunities for the NJCAA and help promote the association’s impressive lineup of over 500-member schools across the two-year college athletics realm. The multi-year agreement is effective immediately.

#### **About the National Junior College Athletic Association**

Since 1938, the NJCAA has served as the nation’s premier governing body for two-year collegiate athletics, offering athletic and academic opportunities to college students. Headquartered in Charlotte, NC, the NJCAA is the second-largest national intercollegiate athletic organization in the United States with over 500-member schools in 42 states. Each year nearly 60,000 student-athletes compete in one of 25 different sports and the organization sponsors 47 national championship events and nine football bowl games. For more information, visit [www.njcaa.org](http://www.njcaa.org).

#### **About Collegiate Sports Management Group**

CSMG is a “College Properties Group” that drives the business performance of college athletic conferences and schools, providing them with a successful growth strategy, and generating revenue to support their athletic departments and initiatives. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation and Distribution, Media Rights Strategy and Negotiation, Sponsorship Sales, and Licensing. To learn more about Collegiate Sports Management Group clients and case studies, visit [www.collegiatesmg.com](http://www.collegiatesmg.com).

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