



CAA EXPANDS RELATIONSHIP WITH CSMG TO ENHANCE LICENSING AND BRANDING EFFORTS

RICHMOND, Va. (February 13, 2018) – The Colonial Athletic Association has expanded its relationship with Collegiate Sports Management Group (CSMG) to help enhance the conference’s licensing and branding efforts.

The CAA has entered into a multi-year representation agreement with CSMG covering licensing, e-commerce, consumer products and concessions at the conference’s championship events. CSMG has partnered with long-time licensing executives Jim Connelly and Gary Low to help lead this division. This strategic venture adds another vertical for CSMG, which continues to deliver thought leadership, strategies and long-standing relationships to its rapidly expanding roster of collegiate properties.

“The CAA could not be more excited to partner with CSMG on this new venture,” noted CAA Commissioner Joe D’Antonio. “We view this professionalization of our licensing and branding efforts as simply the next step in our efforts to move the Conference forward and provide the highest level of service to our member institutions. With CSMG launching this division of their organization, understanding the partnership we already have, and knowing the expertise of Mike Schreck, Jim Connelly, Gary Low, and Ray Katz, the CAA is confident that CSMG is the perfect partner to assist the Conference in this area.”

“The combined experience and relationships brought by Jim Connelly, Gary Low, and Ray Katz in conjunction with the consolidation in our industry and our team’s cumulative experience will help the Colonial Athletic Association continue to evolve in the licensing area,” said Michael Schreck, Chief Executive Officer and Co-Founder of New York-based CSMG. “We anticipate that this relationship will offer great value to the CAA conference as well as their student-athletes, alumni and fans.”

CSMG has served as the CAA’s media rights representative since 2016, negotiating and advising for the conference on all television, digital/streaming, audio, and mobile deals. The conference has entered into agreements with CBS Sports, FOX Sports, OTT platform Lacrosse Sports Network and Westwood One over the past 18 months.

“Expanding our relationship, which already includes media rights representation, will allow us the opportunity to be creative and synergistic with the CAA to leverage conference content and live games into a powerful college merchandise sales opportunity,” Schreck said.

About the CAA

The Colonial Athletic Association is a 10-member Division I athletic conference with a geographic footprint that stretches from Boston to Charleston, S.C. Recognized as one of the nation's top collegiate conferences both athletically and academically, the CAA encompasses several of the nation's largest metropolitan areas. Member schools include the College of Charleston, the University of Delaware, Drexel University, Elon University, Hofstra University, James Madison University, the University of North Carolina Wilmington, Northeastern University, Towson University, and the College of William and Mary.

About Collegiate Sports Management Group

CSMG is a "College Properties Group" that drives 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 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.