



MEAC Partners with Collegiate Sports Management Group on Multi-Media Rights

NORFOLK, Va. - The Mid-Eastern Athletic Conference (MEAC) has entered into a multi-year agreement with the Collegiate Sports Management Group (CSMG). This new relationship focuses on marketing and sponsorship rights as well as helping to develop more national strategies across all avenues to help generate revenue for the MEAC.

“Our partnership with CSMG will assist the MEAC to develop and grow our brand nationally and generate additional revenue for our institutions,” stated MEAC Commissioner Dr. Dennis E. Thomas. “The MEAC is ready to take the next step in enhancing its corporate brand recognition and marketability. With our existing corporate partnerships combined with CSMG’s extensive partner network, this relationship will allow us to elevate our national profile across all spectrums.”

“We are excited to be associated with the MEAC and extend our reach into this exceptional conference and its member institutions,” said Michael Schreck, CEO of Collegiate Sports Management Group. “The MEAC has tremendous assets and room for growth nationally and they are extremely dedicated to academic excellence, enriching student’s lives, and making a difference in the world.”

Headquartered in Norfolk, Va., the MEAC is comprised of 13 outstanding historically black institutions across the Atlantic coastline. Entering its 47th year, the MEAC sponsors 16 NCAA Division I sports and has a long history of academic and athletic excellence with alumni representation in all sectors of society. The conference has a longstanding partnership with ESPN to provide national television exposure for its sponsored sports in addition to an off-the-field partnership with the NFL to boost opportunities for non-playing careers in pro football.

This multi-year deal starts July 1, 2017.

About The MEAC

The Mid-Eastern Athletic Conference (MEAC) begins its 48th year of intercollegiate competition heading into the 2017-18 academic school year. Located in Norfolk, Va., the MEAC is made up of 13 outstanding historically black institutions across the Atlantic coastline: Bethune-Cookman University, Coppin State University, Delaware State University, Florida A&M University, Hampton University, Howard University, University of Maryland Eastern Shore, Morgan State University, Norfolk State University, North Carolina A&T State University, North Carolina Central University, Savannah State University and South Carolina State University.

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 and Sponsorship Sales.