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RLR Associates engages ROI Sports Group to drive marketing and distribution for its iconic talent roster and content projects

FOR IMMEDIATE RELEASE

New York, NY, June 23, 2016 – RLR Associates Ltd, a leading talent representation and content development and distribution company is adding ROI Sports Group to its arsenal in providing additional marketing support for its highly prestigious and diverse client base to further capitalize on their presence across all major professional and college sports media, and improve monetization of emerging properties and programming including Yoga.

RLR continues to extend its capabilities, building upon its rich history in acquiring and managing iconic broadcast and other on-air talent, while ROI will leverage its increasing presence across growth sports properties, media relationships, and its company principal rolodex.

RLR has been renowned in the media industry in the content development and talent management industry for over 40 years, representing much of the leading talent covering the jewel events on sports networks during that time period.

ROI, whose principals combine for over 35 years of industry experience has quickly become a well-respected organization in property development, representation, content distribution and sports platform return on investment, bringing an analytical focus and connectivity to leading agencies and brands to this venture.

“RLR remains committed to delivering best in breed service across the board to our distinguished client base. “Today’s social media driven world requires a specialized understanding of how to best leverage our client’s overall influence. Aligning with the forward-thinking, highly regarded, and well-connected team at ROI Sports Group is a perfect match for our clients and their diverse abilities and interests” said Bob Rosen, CEO and Founder of RLR Associates Ltd.

“We are privileged to work with an industry icon such as Bob Rosen, and a leading talent management firm in RLR Associates, and believe that this is a synergistic relationship that will greatly benefit both companies, but most important the illustrious talent on RLR’s client list” said Ray Katz, Managing Partner of ROI Sports Group.

About RLR Associates Ltd

RLR Associates Ltd has been engaged as consultants, representatives, managers, and producers, creating opportunities and delivering solutions to clients who include broadcasters, directors, authors, sports leagues and other companies with media interests. RLR has answered questions and guided the interests of these clients for over four decades.

As executive producers of vertically integrated content, RLR has had the pleasure of bringing unique personalities and intellectual properties to networks, and helping them share their story.

About ROI Sports Group

Established in 2014, ROI Sports Group is a full-service sports, entertainment and media marketing agency that was founded by Ray Katz and Michael Schreck. ROI represents a select group of growth sports properties and media clients including its own rapidly growing Collegiate Sports Management Group, focusing on collegiate intellectual property and media rights. ROI also represents and consults for sports leagues, event promoters, television networks and programs, emerging media properties and personalities.

ROI’s areas of expertise include: Sponsorship and media packaging and sales, Content creation and distribution, Platform development and Sponsorship activation, strategy, media and asset valuation as well as overall Return on Investment (ROI) analytics.