



COLUMBIA ATHLETICS

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Contact: Greg Hotchkiss

Office: (212) 854-2535

Cell: (412) 491-5296

E-Mail: gh2469@columbia.edu

VITAMIN 1 WATER ANNOUNCED AS A COLUMBIA ATHLETICS CORPORATE SPONSOR

NEW YORK—Columbia University Athletics and the Collegiate Sports Management Group have combined to bring Vitamin 1 Water into the fold as a corporate sponsor for the Lions in 2016-17.

“Columbia Athletics is excited about our first collaboration with the Collegiate Sports Management Group in bringing Vitamin 1 Water to Columbia’s group of corporate sponsors,” said Barry Neuberger, Associate Athletics Director for Corporate Sponsorships.

“CSMG is delighted to have crafted a sponsorship that brings great value and addresses the business objectives of both Columbia Athletics and the rapidly growing Vitamin 1 brand,” said Michael Schreck, CEO of Collegiate Sports Management Group.

“We are excited and happy to again work with CSMG on this important sponsorship as it gives us an opportunity to significantly impact our entrée’ into the critical New York market, and reach the influencers and leaders of tomorrow who have national and global backgrounds,” CEO of Vitamin 1 Mike Taylor said. “The increasing success and prestige of Columbia athletics was also a key factor in this partnership.”

The sponsorship includes signage in Levien Gymnasium and the Dodge Fitness Center, digital and social media, commercial inventory on Columbia radio and television broadcasts, product sampling and retail engagement with other Columbia Athletics sponsors.

About Collegiate Sports Management Group

CSMG is committed to driving the business performance of collegiate athletic conferences/schools, providing them with a successful growth strategy, and generating revenue to support their athletic departments. 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 multiple media outlets, event organizers, and promoters for content development, distribution, and production.

About Vitamin 1

VITAMIN 1 is a new-generation healthy performance drink that was launched in the spring of 2015. The best tasting vitamin infused hydration, designed with no sugar, 5 calories, electrolytes and 100% RDA of 7 essential vitamins including Biotin and Niacin. Created in Harvard, Massachusetts by athletes, coaches and military personnel, delicious-tasting VITAMIN 1 delivers optimum hydration and electrolytes to elite athletes and active people alike.

