

Gulf South Conference  
Matt Wilson  
(205) 991-9880  
mwilson@gscsports.org

Collegiate Sports Management Group  
Ray Katz  
646-335-2712  
rkatz@roisportsgroup.net

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**GULF SOUTH CONFERENCE AND COLLEGIATE SPORTS MANAGEMENT GROUP  
SIGN MARKETING & MULTI-MEDIA RIGHTS AGREEMENT**

The Gulf South Conference is pleased to announce that the league has entered into a partnership with New York-based Collegiate Sports Management Group (CSMG) as an exclusive external resource for sponsorship, marketing, media and content distribution. The partnership includes conference wide assets focused on digital and social media, hospitality, signage, on-site activation, and eCommerce.

GSC Commissioner Matt Wilson stated upon confirming the partnership, “We are excited to partner with CSMG as our conference continues to incorporate best practices across multiple disciplines including content, media, and marketing. We also look forward to developing relationships with corporate partners as we show them the substantial value of the Gulf South Conference assets, reaching almost 100,000 students and nearly half a million alumni. We look forward to our association with CSMG as we anticipate the relationship to be a tremendous benefit for our conference, our student-athletes, alumni and fans.”

Michael Schreck, CEO and Co-Founder of Collegiate Sports Management Group stated, “The Gulf South Conference is a perfect addition to our conference portfolio as we continue to expand across the U.S. The Gulf South Conference has impressive credentials both athletically and in the classroom with 51 National Championships and a rigorous focus on academic excellence. Adding this substantial conference now gives CSMG both national scale at the Division II level and a powerful college platform in the Southeast region offering tremendous value for both national and regional brands focused in the Southeast.”

**About The Gulf South Conference**

The Gulf South Conference is a charter NCAA Division II member. The GSC has won 51 national titles across 13 sports and has claimed more than 150 regional titles. In 2017-18, the GSC will have 14 member institutions and will sponsor 17 sports.

**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.