

Pac West Conference
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**THE PAC WEST CONFERENCE AND COLLEGIATE SPORTS MANAGEMENT GROUP
REACH REPRESENTATION AGREEMENT**

PacWest Commissioner Bob Hogue is pleased to announce the conference has entered into a partnership with New York based Collegiate Sports Management Group (CSMG) as an exclusive external resource for sponsorship, marketing and content distribution. The partnership includes digital and social media, on-site activation, licensing and eCommerce. As with their previous conference rights agreements, CSMG will be functioning as a “properties/business services” group working with Division II and Division III conferences.

“This partnership with CSMG is an excellent opportunity to further build upon our corporate partnership base and incorporate best practices across all content, media and marketing disciplines that will inure great benefit in multiple ways for our conference, member institutions, our athletes, coaches, alumni and fans,” Hogue said. “We are thrilled to be working with a pioneer in the Division II market.”

Michael Schreck, CEO and Managing Partner of Collegiate Sports Management Group stated: “It is a privilege to add our first west coast conference to our portfolio of Division II conferences. The PacWest leadership has been nimble and highly collaborative with respect to aggregation of assets, working through a win-win deal, and laying the groundwork for a highly successful partnership”.

About The PacWest Conference

The Pacific West Conference is the most unique and dynamic athletic conference in NCAA Division II. With 14 member institutions in California, Hawai'i and Utah, and 15 sponsored sports for men and women, the PacWest is the largest and most beautiful conference in the West Region.

The conference sponsors the following sports: baseball, men's and women's basketball, men's and women's cross country, men's and women's golf, men's and women's soccer, softball, men's and women's tennis, men's and women's outdoor track and field, and women's volleyball.

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 with regards to branding, attracting more/better applicants, 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, production, on-line merchandise sales and licensing

CSMG is enhancing engagement of conferences and schools with alumni, students, and prospective applicants