

Great Midwest Athletic Conference
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**THE GREAT MIDWEST ATHLETIC CONFERENCE AND COLLEGIATE SPORTS MANAGEMENT GROUP
REACH REPRESENTATION AGREEMENT**

Great Midwest Athletic Conference Commissioner Tom Daeger is pleased to announce the league 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. CSMG functions as a “properties/business services” group working with all of its conference partners.

Daeger stated upon confirming the partnership, “The relationship with CSMG comes at a great time for the G-MAC with our upcoming expansion as we look to further build upon our corporate partnership base and incorporate best practices across all content, media and marketing disciplines. This will bring great benefit in multiple ways for our conference, current and incoming member institutions, our student-athletes, coaches, alumni and fans.”

Michael Schreck, CEO and Managing Partner of Collegiate Sports Management Group stated, “The addition of the Great Midwest Athletic Conference to our portfolio of Division II conferences allows CSMG to enter the Midwest market as we continue to expand across the country. The Great Midwest Athletic Conference upcoming expansion will enable us to broaden our base in the Midwest with respect to the aggregation of assets and to develop a highly successful partnership”.

About The Great Midwest Athletic Conference

The G-MAC is an NCAA Division II sports league comprised of eight current member institutions with five more joining for the 2017-18 academic year. Student-athletes competed in 23 men and women’s sports for 18 championships during the Fall, Winter and Spring of the academic year calendar.

The conference sponsors the following sports: football, men’s and women’s lacrosse, 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 indoor and 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.