

Eastern College Athletic Conference  
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## **EASTERN COLLEGE ATHLETIC CONFERENCE AND COLLEGIATE SPORTS MANAGEMENT GROUP SIGN MULTI-YEAR MEDIA RIGHTS & MARKETING REPRESENTATION AGREEMENT**

**DANBURY, Conn.** – The Eastern College Athletic Conference (ECAC) and Collegiate Sports Management Group (CSMG) have signed a multi-year agreement for representation of the conference’s multimedia and marketing rights. CSMG will sell across all ECAC assets to generate sponsorship and media revenue for the conference. CSMG will also negotiate/advise on all Television, Digital/Streaming, Audio, and Mobile deals on behalf of the conference. Learfield, had previously represented the ECAC.

ECAC Commissioner, Dan Coonan, stated, “We believe that CSMG’s focus as a true properties group outside the “Power 5/65” is a better fit for us as we work to enhance our media and marketing strategies to increase our reach, maximize exposure and increase monetization.” He continued: “CSMG’s impressive marketplace impact as well as background, knowledge, and reputation makes them the right company to represent our conference and help us continue to elevate our stature.”

“The ECAC footprint along the East Coast and westward into Missouri, as well as the numerous conference championship events fits strategically within the CSMG landscape”, said Neil Malvone, VP, Business Affairs and Strategic Partnerships. “We are excited to align with the ECAC to enhance content distribution across the recently launched ECAC Network. We look forward to creating content opportunities and driving revenue for the ECAC,” added Malvone.

CSMG will look to develop opportunities for ECAC content to help promote the conference’s impressive lineup of schools across all divisions of collegiate athletics. The multi-year agreement begins on May 1, 2018.

### About the ECAC

The ECAC is the nation's largest Conference, ranging in location from Maine to Georgia, and westerly to Missouri. The ECAC hosts numerous championships in men's and women's sports across Divisions I, II and III, offering opportunities for thousands of student-athletes. These sports include: Baseball, Basketball, Football, Cross Country, Field Hockey, Golf, Gymnastics, Lacrosse, Soccer, Softball, Swimming & Diving, Tennis, Track & Field, Wrestling and Volleyball. For more information, visit [www.ecacsports.com](http://www.ecacsports.com)

### 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, Sponsorship Sales and Licensing. To learn more about Collegiate Sports Management Group clients and case studies, visit [www.collegiatesmg.com](http://www.collegiatesmg.com)