



## **Collegiate Sports Management Group Partners with Pace University Athletics**

**New York, NY** --- Collegiate Sports Management Group (CSMG) has entered into a multi-year marketing partnership agreement with the Pace University Athletics Department. This partnership gives CSMG external exclusivity for managing and packaging the marketing, media and sponsorship rights and assets of Pace Athletics. The goals are to monetize all asset categories and generate incremental revenue for Pace, as well as enhance exposure for the Pace Athletics Program.

Mark R. Brown, Director of Athletics at Pace University, announced, “We are excited to enter into this partnership with CSMG as we continue to build the stature of our institution and our brand both regionally and nationally. This new agreement will maximize our interests, allowing us to further support our student-athletes on the field and in the classroom, and compete at the highest level in our conference for years to come. This partnership will bring us a dynamic and exciting opportunity, uncommon in Division II today. We look forward to enhancing the overall academic and athletic experience for our student-athletes and leading the way in fan engagement in our peer group.”

“We are excited to be associated with Pace and broaden our reach in the New York-metro region,” said Michael Schreck, CEO of Collegiate Sports Management Group. “Pace offers our sponsors and partners a broad range of rich assets, and we look forward to helping Pace build its revenue base and regional, as well as national profile for their world-class academics and athletics programs.”

### **About Pace University Athletics**

Pace University is a private university with 14 intercollegiate sports in the NCAA Division II. The Setters compete as a member of the Northeast-10 Conference. These sports include baseball, football, men’s & women’s basketball, men’s & women’s cross country, men’s & women’s swimming & diving, men’s & women’s lacrosse, women’s soccer, field hockey, softball, and volleyball. In addition, Pace also sponsors a Spirit Squad which includes Dance and Cheerleading teams.

### **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.