



201 S. Capitol Avenue  
Pan Am Plaza, Suite 560  
Indianapolis, IN 46225  
Phone: 317-237-2106  
Fax: 317-237-5632

[www.glvcsports.com](http://www.glvcsports.com)

---

CONTACT: JEFF SMITH, Associate Commissioner

---

FOR IMMEDIATE RELEASE  
Oct. 20, 2016

### *GLVC Signs Sponsorship Deal with Baron Championship Rings*

INDIANAPOLIS – The Great Lakes Valley Conference (GLVC) announced Thursday it has entered into a partnership with Baron Championship Rings, making the prominent ring supplier the “Official Championship Ring of the GLVC.”

The agreement, negotiated by Collegiate Sports Management Group on behalf of the GLVC, creates an association between Baron and the GLVC to recognize the championship teams and student-athletes in the conference. Baron will create an online store for the GLVC to allow the student-athletes the opportunity to purchase these championship rings to commemorate and recognize their achievements. In addition, Baron will also exclusively offer special achievement recognition products including Alumni, Varsity, Hall of Fame, and All-Conference Rings.

“We put great emphasis on our GLVC Championship events, and strive to provide a memorable experience for our student-athletes and coaches, which makes this partnership with Baron a great fit for our Conference,” said GLVC Commissioner Jim Naumovich. “Not only does a championship ring signify athletic achievement, but it will long serve as a keepsake and a symbol of the hard work and dedication required to earn a GLVC Championship. Additionally, Baron’s foresight to look beyond the standard championship ring and offer their high-quality products for other awards in the league showed us their full commitment to being an official GLVC partner.”

Kevin Kloostera, Manager of Business Development at Baron Rings, echoed those sentiments.

“At Baron, we believe every ring has a story,” he said. “Being able to provide these young men and women with championship rings would be an honor, as is working with the GLVC, a truly outstanding conference. To win a conference championship at the NCAA level should be celebrated and remembered forever.”

#### **About the Great Lakes Valley Conference (GLVC)**

The Great Lakes Valley Conference is one of the premier NCAA Division II conferences, made of 16 member institutions from five Midwest states (Illinois, Indiana, Kentucky, Missouri, Wisconsin) and comprised of 6,000 student-athletes, 50,000 students and 500,000 alumni. Founded in 1978, the GLVC has grown to sponsor 21 conference championships and is among the nation’s elite in academic and athletic success. GLVC schools have captured 16 NCAA Division II national championships, including 11 on the men’s side, seven of which are in basketball. Among the 24 NCAA Division II conferences analyzed in the 2015-16 report published by the national office, the GLVC ranked second in Federal Graduation Rate (FGR) at 64 percent and third in Academic Success Rate (ASR) at 82 percent for all student-athletes. The GLVC is also home to the GLVC Sports Network – the first NCAA Division II conference-wide digital streaming network that launched in 2014. GLVCSN has streamed a total of 461 hours during 187 GLVC Championship events over the past two seasons, while the league’s 16 member schools combined to stream more than 1,200 regular-season events in 2015-16. For more information about the GLVC, visit the conference’s official website at [www.GLVCSports.com](http://www.GLVCSports.com).

#### **About Baron Championship Rings**

Baron Championship Rings is one of the largest championship ring producers in North America and we provide the most advanced ring making processes in the world. Baron is able to create whatever you can imagine thanks to our innovative and unique 3D design and print system that is ahead of the competition in every way. Our designers have over 50 years of experience combined. Baron started as a family business in 1988 and has continued the family-like model that customers look for in business partnerships. Here at Baron Championship Rings we believe every ring has a story and we dedicate our craft to make sure your ring tells your story. If you can dream it, we can build it.

#### **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.