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GLVC Enters Representation Agreement With Collegiate Sports Management Group

INDIANAPOLIS – The Great Lakes Valley Conference (GLVC) announced Tuesday it has entered into a partnership with New York-based Collegiate Sports Management Group (CSMG) as its primary 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.

“We are excited to partner with CSMG as our conference continues to seek to incorporate best practices across multiple disciplines including content, media, and marketing,” said GLVC Commissioner Jim Naumovich. “We also look forward to developing relationships with corporate partners as we show them the value of our GLVC assets, which includes the GLVC Sports Network. The association with CSMG will be a tremendous benefit for our conference, our student-athletes, alumni and fans.”

Michael Schreck, CEO and Managing Partner of CSMG, is thrilled about the new partnership.

“The addition of the Great Lakes Valley Conference to our Division II conference lineup continues our expansion across the country,” Schreck said. “The GLVC brings impressive credentials to CSMG and we will make national brands aware of the value of their assets to create meaningful and successful relationships.”

To learn more about CSMG, visit collegiatesmg.com.

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.

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.