



Big Sky Extends Media Rights Representation with Collegiate Sports Management Group

Farmington, Utah (Aug. 26, 2020) – The Big Sky Conference has extended its partnership with Collegiate Sports Management Group (CSMG) with a new multi-year exclusive media services representation agreement. CSMG will continue to develop media and content strategies for the Big Sky while assisting the conference in assessing options and negotiating contracts for television, digital/streaming, audio, and mobile.

“As the preeminent FCS conference in the country, the Big Sky will aggressively seek to increase the media content that’s available to our dedicated alumni, loyal fans, and student-athletes’ family members,” Commissioner Tom Wistrcill said. “Continuing this established relationship with CSMG is vital as we anticipate increasing the quantity and quality of content we offer. We’re confident, too, that CSMG will help us generate significantly more revenue for our athletic departments and their initiatives that support all Big Sky student-athletes.”

CSMG will work with the conference and its member institutions to implement short- and long-term strategic goals to keep the Big Sky at the forefront of the ever-changing media ecosystem. CSMG will expand Big Sky partnerships across all mediums to help maximize exposure and increase revenue for the conference.

“We remain extremely excited by the size, scale, and regional prominence of the Big Sky and its member institutions,” stated Michael Schreck, CEO of CSMG. “CSMG and the Big Sky will work together to achieve the Big Sky’s goal of growth and increased stature on a national level. We are looking forward to utilizing our combined expertise, capabilities, knowledge, and services to help accelerate the Big Sky’s reputation and standing across collegiate athletics.”

About the Big Sky Conference

Founded in 1963, the Big Sky Conference is a NCAA Division I conference competing in the Football Championship Subdivision. With 165 teams representing 15 institutions in 16 sports (seven men’s, nine women’s), the Big Sky prides itself on its “#ExperienceElevated” platform that emphasizes the unique traits and lifelong benefits that the conference and its member institutions provide to around 4,000 student-athletes each year.

The conference has 11 full members (Eastern Washington University; the University of Idaho; Idaho State University; the University of Montana; Montana State University; Northern Arizona University; the University of Northern Colorado; Portland State University; California State University, Sacramento; Southern Utah University; and Weber State University) located in eight states across the western United States, plus two football affiliate members (California Polytechnic State University and the University of California, Davis) and two men’s golf affiliate members (Binghamton University and the University of Hartford). Conference members have won 10 NCAA championships, including seven in football by five different members as well as three consecutive titles by NAU men’s cross country from 2016-18.

For more information, visit BigSkyConf.com and the Big Sky’s accounts on [Twitter](#), [Facebook](#), [Instagram](#), and [YouTube](#).

About Collegiate Sports Management Group

Founded in 2014, CSMG is a College Sports Properties Group that drives the business performance of college athletic conferences and schools, providing them with a successful growth strategy, and generating revenue to support their athletic department and initiatives. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation & Distribution, Media Rights/Revenue Generation, Content Creation & Distribution, Media Rights Strategy & Negotiation, Sponsorship Sales, Name Image and Likeness Solutions, Licensing, Event Production & Management, Ticketing, and Esports. Visit www.collegiatesmg.com for more information.