



**Colonial Athletic Association Selects FloSports as Primary Media Partner**  
*Partnership adds more than 300 annual collegiate games across the FloSports network*

**AUSTIN, Texas — May 6, 2019 —** Today, [FloSports](#), the innovator in live digital sports and original content, and the Colonial Athletic Association (CAA), one of the nation's top athletic and academic collegiate conferences, announced a four-year, seven-figure annual partnership to provide live and on-demand coverage for the league's 22 sponsored sports, highlighted by extensive coverage of the conference's football and basketball programs.

The agreement marks a pivotal moment for both parties as the CAA becomes the first college conference to select a streaming OTT, direct-to-consumer company as their primary media partner. In addition, the CAA becomes the first comprehensive college conference partner for FloSports.

"The Colonial Athletic Association is excited to announce a multi-faceted video platform highlighted by our innovative and revolutionary partnership with FloSports." CAA Commissioner Joe D'Antonio said. "As a Conference, we are excited to be working with a partner that is committed to showcasing our exciting events and dedicated to sharing the incredible academic and athletic achievements of our student-athletes and coaches."

More than 300 games will air annually across the FloSports network beginning in the 2019-20 season. The agreement calls for approximately 50 football games, 140 men's and women's basketball contests, and an additional 110 events, including the majority of conference championships to air on the network each year.

"It is an honor to announce this first-of-its-kind partnership with the Colonial Athletic Association," FloSports CEO & Co-Founder Mark Floreani said. "More entities across the country are beginning to identify media partners that can perfectly align with their league's priorities to deepen its sports communities and strengthen the direct relationship with their fans. I commend Joe (D'Antonio) for recognizing the new way of sports engagement and identifying the value FloSports can bring to the entire league and the CAA fans."

The agreement, negotiated by Collegiate Sports Management Group, makes the Colonial Athletic Association the first collegiate partner to choose FloSports as its primary media outlet. The CAA becomes the seventh collegiate entity to enter into a multi-sport partnership with FloSports to grow their sports communities. Through relationships with the NCAA, Big Ten Network, Big 12 Conference, MEAC, Mountain West and SIAC, FloSports has proven that you can build a highly engaged audience through content and storytelling.

The partnership with FloSports highlights a comprehensive broadcast strategy unveiled by the conference. The CAA has expanded upon its agreement with CBS Sports Network that will add a regular-season linear TV package in men's basketball in addition to the network continuing to broadcast the semifinals and finals of the CAA Men's Basketball Championship. Westwood One

will continue to provide national audio coverage of the tournament championship game and FloSports will carry the early rounds through the quarterfinals on FloHoops.

The CAA member institutions will have the flexibility through their partnership with FloSports to retain local linear exposure. The conference will also maintain its relationship with LAX Sports Network for coverage of CAA men's and women's lacrosse, while other events will remain on CAA.TV, the conference's digital network.

"I would like to thank Mark Floreani and the team at FloSports for their flexibility in enabling the CAA to have a best in-class comprehensive media platform at this level of college sports," D'Antonio said. "The sports media landscape and how people are consuming sports content is changing at a rapid and unprecedented pace. The completion of these agreements provide the CAA with a unique video ecosystem, as well as substantial incremental revenue. This strategic approach will allow our diverse fan base to consume and engage with CAA content through both conventional and digital means."

CAA fans will have the ability to access live and on-demand coverage of exclusive content and games by becoming a monthly or annual PRO subscriber. Either subscription unlocks access to premium content across the entire FloSports network and fans can watch across all screens by downloading the FloSports app on iOS, Roku, or Apple TV 4.

For more information, visit: [FloSports.tv](https://FloSports.tv) and [CAASports.com](https://CAASports.com).

### **About The Colonial Athletic Association**

Headquartered in Richmond, Virginia, the CAA has 10 full members and seven football associate members. The conference has produced 17 national team champions in four different sports, 33 individual national champions, 14 national players of the year, 13 national coaches of the year, and 13 winners of the Honda Award. For more information, visit [CAASports.com](https://CAASports.com).

Full member institutions include: College of Charleston, University of Delaware, Drexel University, Elon University, Hofstra University, James Madison University, University of North Carolina Wilmington, Northeastern University, Towson University and College of William and Mary.

CAA Football associate members include University at Albany, University of Maine, University of New Hampshire, University of Rhode Island, University of Richmond, Stony Brook University and Villanova University.

### **About FloSports**

FloSports, the innovator in live digital sports and original content, partners with event rights holders, governing bodies, and other media companies to unlock a world of sports coverage that true fans have been waiting for. Through live streaming of premier events, original video programming, and weekly studio shows, FloSports is growing the sports, the events, the athletes, and the fans. Current verticals under the FloSports header include Football, Basketball, MMA, Rugby, Wrestling, Track, Gymnastics, Hockey, and more.

### **About Collegiate Sports Management Group**

Founded in 2014, CSMG is a "Collegiate 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 departments and initiatives.

CSMG specializes in Marketing Rights/Revenue Generation, Content Creation and Distribution, Media Rights Strategy and Negotiation, Sponsorship Sales, Licensing and Esports. To learn more about Collegiate Sports Management Group clients and case studies, visit [www.collegiatesmg.com](http://www.collegiatesmg.com).