



## **CENTRAL INTERNATIONAL COLLEGE SIGNS MULTI-YEAR REPRESENTATION AGREEMENT WITH COLLEGIATE SPORTS MANAGEMENT GROUP**

December 10, 2020

CHESTER, VA – The Central International College (CIC) signs multi-year representation agreement with Collegiate Sports Management Group (CSMG) for services related to CIC’s needs in the areas of marketing, sponsorship, media and facility naming rights. CSMG will work with the CIC to implement short and long-term goals that help CIC capture the community and focus on strategic growth.

“Over the course of my career I have been blessed with outstanding supervisors, assistants and students and this continues to hold true. CIC might be a small non-profit African American state-sanctioned institution, but our team has goals to continue to positively impact and engage with our local community’s youth programs.” stated Willard Bailey, CEO and President at CIC.

CSMG will work to expand current partnerships and help maximize exposure, develop new innovative strategies and increase revenue for CIC. Additionally, through CSMG’s valuation process, the CIC will better understand the value of each respective asset the institution offers.

“We are excited to partner with Central International College and Willard Bailey. Bailey is a titan in the HBCU community with an impressive record as a football coach and an inspirational leader. We look forward to collaborating and working to enhance the CIC’s vision on both regional and national levels,” stated Dan Girard, Director of Media and Property Partnership at CSMG.

The Black College Football Hall of Fame announced its 12<sup>th</sup> Class, the class of 2021 with six inductees selected including Coach Willard Bailey. Coach compiled a record of 238-19-7 winning seven Central Intercollegiate Athletic Association (CIAA) conference championships and has never had a losing season between the years of 1971 through 1983.

### **ABOUT CENTRAL INTERNATIONAL COLLEGE**

Central International College is a private institution that sustains an environment that emphasizes integrity, character, objectivity, resourcefulness, scholarship and civic responsibility. Beyond providing the best possible environment for students, the College offers a wide range of activities designed to anticipate and to fulfill the intellectual, cultural and social needs of its community. The CIC athletics program is committed to the local youth and their developments. The CIC athletics staff continues to drive on-time graduation amongst their athletes and promotes being successful in competition and other areas of life and living.

### **ABOUT COLLEGIATE SPORTS MANAGEMENT GROUP**

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 Strategy & Negotiation, Sponsorship Sales, Name Image and Likeness Solutions, Licensing, Event Production & Management, Ticketing and Esports. Visit [www.collegiatesmg.com](http://www.collegiatesmg.com) for more information.