

CASE STUDIES

SIAC



DI/DII ATHLETICS

REVENUE & EXPOSURE





THE CHALLENGES FOR DII/III ATHLETICS

★ Revenue

- Division II and III conferences, especially those which are private, are challenged to fund athletics. They do not have the revenue streams inherent in Division I, such as ticketing, merchandising, sponsorships and broadcast/media rights
- The schools from these conferences also have difficulties generating significant development revenue (endowment), even though athletics forms the greatest bond between alumni (both athletics and fans) and their universities

★ Exposure, Enrollment and Recruiting

- Historically, it has been challenging for any DII & DIII athletics programs to drive exposure beyond the audience in attendance, and possibly school/conference specific streaming sites
- This has largely limited DII/DIII schools to local/regional applicant base, and therefore a declining applicant pool



OPPORTUNITY: CSMG APPROACH

1. Value Proposition

CSMG has uniquely identified the value proposition that emphasizes the exposure and engagement of the audience above and beyond the IP of schools and conferences. CSMG aggregates them, generating low clutter substantial scale.



Asset Valuation

CSMG has developed proprietary analytical tools to fully evaluate the total asset value of the conferences, and be able to objectively allocate sponsorship sales proceeds from aggregated multi-property deals

2. Media Opportunity

CSMG has recognized and leveraged the media evolution that shifts engagement from linear television to Over-the-Top (OTT) digital platforms, CSMG has realized the opportunity in long-tail programming - proliferation of streaming makes DII/DIII “broadcasts” global and ubiquitous because of lower production and transmission costs



Negotiation

CSMG utilizes industry relationships to partner conferences with streaming platforms, production and transmission companies, and oversees all negotiations including rights fees, schedules, and promotion



CSMG SOLUTIONS

Drive Higher Overall Value

**Value Proposition
& Valuation**



Sponsorship Sales

Sponsorship revenue can be utilized to improve production infrastructure and number of events streamed

**Media Perspective
& Negotiation**



Streaming Partners

Streaming Partners deliver conference content live on screen to drive higher sponsorship sales because of the exposure beyond attendees





CONFERENCE OVERVIEW



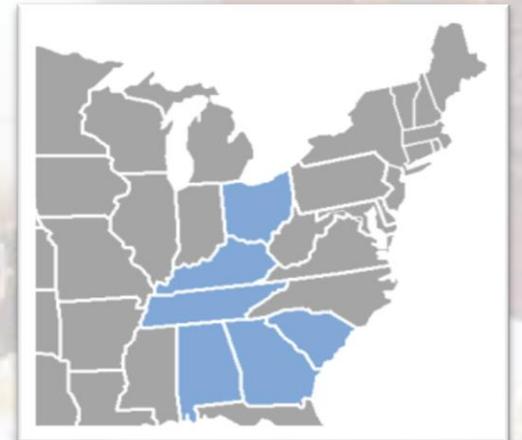
- ★ Division II
- ★ 9 Member Schools
- ★ Location: CT & NY



East Coast Conference



- ★ Division II
- ★ 14 Member Schools
- ★ Location: 6 Southern States
AL/GA/KY/OH/SC/TN



Southern Intercollegiate Athletic Conference



MEDIA RESULT – SIAC & FLOSPORTS

As a result of CSMG's expertise and representation, the SIAC, a Division II HBCU conference, sold rights of SIAC Football and Basketball to FloSports, an innovative streaming platform that has more than 400,000 paid subscribers.



Low 6-figure annual rights fee for 3 years (highly unusual price for a DII conference)



24 conference basketball tournament games lived, produced and promoted by FloSports



20 conference football games produced live by SIAC schools and promoted by FloSports



SPONSORSHIP RESULT – ECC & STATE FARM

A partnership with the State Farm was established for the East Coast Conference which allows the conference to partner with a magnetic brand while not giving up significant yield depleting assets.



ECC member schools can choose to opt-in to the sponsorship deal



ECC eSports tournament & the scholar athlete award are presented by the State Farm



Onsite activation during all ECC championship games



Advertising and promotions on the ECC website that redirects traffic to the State Farm website



Prominent digital presence for the State Farm on live streams during the ECC tournaments



TESTIMONIAL



“ CSMG has proven to be a thought leader with respect to the rapidly emerging media ecosystem. Most important, CSMG was able to deliver to the SIAC a partnership with FloSports, which has provided the conference with both a meaningful media rights fee and exposure for the conference as well as its member schools. ”



Gregory Moore
SIAC Commissioner



“ With social media and content development, curation and distribution evolving so rapidly, I believe that CSMG is delivering the best practices across Division II and Division III and will drive substantial revenue and non-monetary value and exposure to these important schools and conferences. ”



Robert Dranoff
ECC Commissioner