



NEWS RELEASE

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MEAC, GEICO Extend Corporate Partnership

NORFOLK, Va., Dec. 17, 2020 – The Mid-Eastern Athletic Conference (MEAC) and GEICO have extended and enhanced their corporate partnership program.

“I am elated that the MEAC and GEICO are able to continue our partnership,” MEAC Commissioner Dennis E. Thomas said. “The MEAC is appreciative of GEICO’s investment in the conference and our member institutions. I would also like to acknowledge CSMG for their efforts in procuring this partnership.”

The MEAC is a collegiate athletic conference whose 11 full members are Historically Black Colleges and Universities (HBCUs) which participate in the National Collegiate Athletic Association’s (NCAA) Division I, with football participating in the Football Championship Subdivision (FCS).

GEICO will receive integrated marketing assets across the entire conference and will be the Presenting Sponsor of the MEAC Commissioner’s All-Academic Team, as well as a Co-Sponsor of the MEAC 50th Anniversary All-Star Legends of Coaching Team.

“We are thrilled to have helped in the expansion of this partnership between GEICO and the MEAC as it continues to benefit both organizations,” Michael Schreck, CEO at Collegiate Sports Management Group (CSMG), whose company represents the MEAC for sponsorship, media, events and marketing, said. “During these challenging economic times, it was great to see such a collaborative approach from all parties.”

About the Mid-Eastern Athletic Conference

The Mid-Eastern Athletic Conference (MEAC) celebrates its 50th year of intercollegiate competition with the 2020-21 academic school year. Located in Norfolk, Va., the MEAC is made up of 11 outstanding historically black institutions across the Atlantic coastline: Bethune-Cookman University, Coppin State University, Delaware State University, Florida A&M University, Howard University, University of Maryland Eastern Shore, Morgan State University, Norfolk State University, North Carolina A&T State University, North Carolina Central University and South Carolina State University.