



FOR IMMEDIATE RELEASE
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GENERATION CAPITAL PARTNERS LEADS NEW FUNDING ROUND FOR COLLEGIATE SPORTS MANAGEMENT GROUP

New York, NY – Collegiate Sports Management Group (CSMG) announced today that Generation Capital Partners has led their Series A investment round. This round closed with an extremely distinguished group of investors including: Glenn Smith (Managing Partner, Kaydak Capital), Marc Utay (Principal, Clarion Capital Partners and Part-owner MLS Philadelphia Union), Eric Yoon (ESTV Founder/CEO), Ken Potashner (Executive Chairman, Generation Esports/High School Esports League), and John Bello (former President NFL Properties and Founder/CEO of SoBe Beverages), among others.

The funding will accelerate the company’s aggressive growth strategies across the collegiate multi-media and sponsorship space, adding more resources and capabilities to expand upon CSMG’s status as an outsourced properties group for schools and conferences. Additionally, CSMG will expand its leadership position in college esports, continue to aggregate national scale, invest in additional staffing resources, develop its unique media and content capabilities, and offer best-in-class services and guidance.

The financing builds on significant growth over the past several years which has included representing clients and properties across all levels of collegiate athletics, building a significant esports portfolio, launching an Esports Network and creating a Digital Advertising Network.

CSMG Chairman and sports business icon, Dr. Harvey Schiller, will be joined by Generation Capital Partners’ Jeffrey Bornstein, and entrepreneur and technology investor, Glenn Smith, on CSMG’s board. “Having witnessed the upward trajectory at CSMG over the past 18 months, our (team/group) felt this was the opportune time for Generation Capital Partners to lead an investment in the company,” stated Mr. Bornstein.

Michael Schreck, Chief Executive Officer at CSMG, expressed, “CSMG is privileged to close this funding round during this pandemic and attract such an impressive investment syndicate. Given the focus and long-term investment philosophies of Generation Capital Partners and all of our investors, we are delighted that they have the confidence in our company’s strategic plan and goals as we continue to grow across traditional sports and esports.”

About Collegiate Sports Management Group

CSMG is a College Properties Group that drives the business performance of collegiate athletic conferences and schools, providing them with a successful growth strategy, and generating revenue to support their athletic departments and initiatives. CSMG specializes in Revenue Generation, Content Creation and Distribution, Media Rights Strategy and Negotiation, Sponsorship Sales, Name, Image, and Likeness Solutions, Event Management, and Esports. To learn more please visit www.collegiatesmg.com