



## HOMETOWN TICKETING NAMED OFFICIAL TICKETING PARTNER OF GLIAC

### For Immediate Release

COLUMBUS, OH – August 4, 2020 – HomeTown Ticketing has been named the Official Ticketing Partner of the Great Lakes Intercollegiate Athletic Conference (GLIAC). The GLIAC's twelve member institutions are located in the midwestern United States across the states of Michigan, Wisconsin, Indiana, and Ohio. This partnership will provide convenient online ticketing options for consumers, as well as additional security and reporting capabilities for the GLIAC staff. In addition to championship events, HomeTown Ticketing will provide a robust set of ticketing resources for GLIAC tournaments and member universities.

"The GLIAC has been searching for a way to streamline its championship ticket sales in a way suitable for our wide range of venue and formats, and HomeTown Ticketing will answer that need. We support HomeTown Ticketing as it delves into DII college athletics and look forward to a partnership that will benefit all of our members."

— **Kris Dunbar, Commissioner | Great Lakes Intercollegiate Athletic Conference**

"HomeTown Ticketing is happy to support the Great Lakes Intercollegiate Athletic Conference and its member schools and provide our state-of-the-art digital ticketing solution for GLIAC tournament events, as well as championship events. We are excited to support the GLIAC and their schools throughout the Midwest region."

— **Ryan Hart, Chairman & CEO | HomeTown Ticketing, Inc.**

This multi-year partnership was brokered by Collegiate Sports Management Group (CSMG) who represents the GLIAC for media and marketing partnerships.

### ABOUT GLIAC

The Great Lakes Intercollegiate Athletic Conference (GLIAC), founded in 1972, has been a leader in the advancement and promotion of intercollegiate athletics for men and women for 48 years. The charter members of the GLIAC were Ferris State University, Grand Valley State University, Lake Superior State University, Northwood University, and Saginaw State University. The current membership now includes 12 full members: Ashland University, Davenport University, Ferris State University, Grand Valley State University, Lake Superior State University, Michigan Technological University, Northern Michigan University, Northwood University, Purdue University Northwest, Saginaw Valley State University, Wayne State University, and the University of Wisconsin Parkside. The Conference has grown to offering championships in 21 sports while rising to prominence on the national level as GLIAC teams and student-athletes have achieved success both in the classroom and on the fields of play

### ABOUT HOMETOWN TICKETING

HomeTown Ticketing is the fastest growing digital ticketing provider in the K-12 and collegiate space; serving schools, districts, conferences, and associations at no cost. A professional-level and fully automated ticketing solution, HomeTown's in-house developed, proprietary ticketing platform is tailored specifically to the needs of schools and governing bodies. Benefits of the HomeTown system include unmatched value through easy-to-use purchasing and redemption options, custom box-offices, event and fan specific reporting tools, and secure financial management features to streamline operations and increase financial transparency. Intuitive and easy-to-use for both event organizers and ticket buyers, HomeTown never touches the event organizer's funds, which are available and accessible within 24h from a ticket sale. Get started at [www.hometownticketing.com](http://www.hometownticketing.com) | [@hometowntix](https://twitter.com/hometowntix)

### ABOUT COLLEGIATE SPORTS MANAGEMENT GROUP

Founded in 2014, 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/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.