



Collegiate Sports Management Group and Horizon League Extend Multi-Media Rights Partnership

August 18, 2021

New York, NY- Collegiate Sports Management Group (CSMG) has extended their partnership with the Horizon League. CSMG will continue to sell sponsorship, multimedia, and other property assets for Horizon League events. Assets include digital, social, and mobile content, signage, intellectual property, esports and Horizon League championships.

“We are excited to continue our partnership with Collegiate Sports Management Group. Our League is committed to aligning with sponsors who support showcasing the inspirational achievements of our student-athletes in the competitive arena, in the classroom and in our communities. CSMG shares this commitment and has the know-how to help the League continue to expand our national reach evidenced by year-over-year sponsorship growth.” said Horizon League Commissioner Julie Roe Lach.

The new agreement marks an extension of the relationship between CSMG and the Horizon League, which highlights sponsorship opportunities for the men’s and women’s basketball championships hosted at the Indianapolis Farmers’ Coliseum.

“CSMG is proud to extend this relationship as we continue to work with the superb leadership team across the conference office. We are excited about the next phase of this evolving and growing partnership to help maximize exposure and revenue for the Conference” stated Ray Katz, Co-Founder and COO at Collegiate Sports Management Group.

ABOUT COLLEGIATE SPORTS MANAGEMENT GROUP

CSMG is a “Collegiate 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 departments and initiatives. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation and Distribution, Media Rights Strategy and Negotiation, Sponsorship Sales, Licensing and Esports. To learn more about Collegiate Sports Management Group clients and case studies, visit www.collegiatesmg.com.

ABOUT THE HORIZON LEAGUE

The Horizon League is an NCAA Division I athletics conference comprised of 12 member institutions located throughout the Midwest’s major metropolitan cities. Headquartered in Indianapolis, the League and its members strive to be highly competitive athletically while committing to the total development of its student-athletes and creating a lasting impact on campus and in the community. For more information, visit www.horizonleague.com.