



THE PACIFIC WEST CONFERENCE EXTENDS MULTIMEDIA RIGHTS AND MARKETING REPRESENTATION WITH COLLEGIATE SPORTS MANAGEMENT GROUP

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Irvine, California – The Pacific West Conference (PacWest) has extended its partnership with Collegiate Sports Management Group (CSMG) for a multi-year exclusive media services and sponsorship representation agreement. CSMG will continue to help develop new content and strategies for the PacWest while assisting the conference in all revenue generating areas.

“Our longstanding relationship with Collegiate Sports Management Group has been a tremendous benefit for the conference and its members. Their expertise in sports marketing and genuine care for our brands and programs has made this a worthwhile partnership. We look forward to many more great successes in the coming years,” stated PacWest Commissioner Bob Hogue.

CSMG has led media strategy, negotiations, and sponsorship sales efforts on behalf of the PacWest conference since 2016. CSMG will continue to monetize current PacWest sponsorship and media assets as well as develop new innovative strategies that will help maximize exposure and revenue for the conference.

“The PacWest continues to be thought leaders in college athletics and we are thrilled to continue this long-standing relationship.” We are grateful for this collaboration and are enthusiastic about leveraging our brand and technology partnerships in supporting the PacWest vision for years to come,” stated Dan Girard, Director of Media and Property Partnerships at CSMG.

This collaboration will allow for both partners to utilize their combined expertise, capabilities, contacts, knowledge, and services to evaluate the landscape of collegiate athletics and enhance the PacWest brand.

ABOUT THE PACWEST CONFERENCE

The Pacific West Conference is the most unique and dynamic athletic conference in NCAA Division II. With 11 member institutions in California and Hawaii, and 15 sponsored sports for men and women, the PacWest is the most beautiful and diverse conference in the West Region. Established in 1992, the PacWest has gone through many different incarnations and the focus has always remained on the student-athlete experience. The PacWest embraces the ideals of Division II by fostering the athletic and academic pursuits of its student-athletes with a balanced lifestyle and focus on preparing for life after college.

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 Strategy & Negotiation, Sponsorship Sales, Name Image and Likeness Solutions, Licensing, Event Production & Management, Ticketing and Esports. Visit www.collegiatesmg.com for more information.