



## **SADDLEBACK COLLEGE AND COLLEGIATE SPORTS MANAGEMENT GROUP PARTNER ON FACILITY VALUATION AND NAMING RIGHTS**

February 3, 2021

MISSION VIEJO, CA – Saddleback College and Collegiate Sports Management Group (CSMG) have partnered for valuation and sales services for all athletics' sponsorship assets and naming rights for the college's new sports facility. Saddleback's new, state of the art sports facility will host future football, basketball, lacrosse, and other athletics and non-athletic events. The CSMG valuation process of asset auditing and analytics will provide Saddleback detailed benchmarking of their assets to determine value proposition for the marketplace.

"We are excited to engage in this high-level partnership with CSMG to leverage one of our newest college assets, the Saddleback College Sports Complex. Not only will the complex provide an amazing experience for our students and community, but we are confident that real revenue opportunities exist that CSMG, as industry experts, can deliver" stated Randy Totorp, Athletic Director at Saddleback College.

CSMG's experienced analytics and marketing team will focus on including a pricing model for Saddleback College's new sports facility to better equip their team and provide and understanding to what drives value in the collegiate athletic ecosystem. Throughout this process CSMG and Saddleback's teams will be able to collaborate to develop the best strategic approach.

"We are excited to work with Saddleback College and help them identify all assets and value for this new state of the art facility." "We look forward to helping align donors and Corporate America with this wonderful institution," stated Tyler DiChiaro, Manager of Marketing and Analytics at CSMG.

### **About Saddleback**

Saddleback College is one of two colleges in the South Orange County Community College District and is highly regarded for its quality higher education, extensive online education program, and superior career training for the south Orange County community. Each year, Saddleback College adds more than 6,000 degree and certificate holders to the workforce and transfers more than 3,500 students to four-year colleges and universities throughout the nation. For more information, visit [www.saddleback.edu](http://www.saddleback.edu).

### **About Collegiate Sports Management Group**

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, Naming Rights, 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.