



## **Sponsorship, Valuation and Analytics** **Powered by Collegiate Sports Management Group**

Friday, July 10, 2020. New York, NY – Collegiate Sports Management Group continues their bi-weekly Sports Summit Series with Episode 5, *Sponsorship, Valuation and Analytics* on Tuesday, July 14<sup>th</sup>, 2020 at 1:00pm EST.

The Sponsorship, Valuation and Analytics Summit will highlight CSMG’s emerging techniques and strategies, with input and discussion by our world-class panel comprised of analytics and valuation experts, and end users covering both traditional sports and esports. Given the many questions left unanswered as we move forward through this pandemic, CSMG can help resolve sponsor concerns regarding undelivered or underdelivered winter and spring sports assets from the 2019-20 season. The panel will also shed some light on best practices moving forward in monetizing athletics assets during these uncertain times. This includes market analysis and multimedia rights which guide negotiations and re-negotiations, digital and social assets development, geotargeting for potential local sponsors, and a thorough review of all onsite athletic facilities and assets. Ray Katz, COO and Co-Founder at CSMG, will serve as the moderator for this discussion. The panelists include:

### **David Hedlund – Chairperson of the Division of Sports Management, St. John’s University**

David was recently named Chairperson of the Division of Sports Management at St. John’s University. David brings a wealth of academic and industry knowledge to the analytics conversation. Hedlund has provided his expertise on many panel discussions on sport analytics and market research. Hedlund’s research has been used by industry leaders in developing analytics and valuation strategies.

### **Patricia Easley Sivells – Director of Corporate Partnerships, Mid-Eastern Athletic Conference (MEAC)**

Patricia Easley Sivells plays a key role in the MEAC’s success as she brings perspective and knowledge from the HBCU community. Since joining the MEAC, Sivells has greatly increased the MEAC's visibility with corporate partners with the conference proudly boasting over 20 corporate partnerships for the 2020-21 academic year. Patricia also serves as the coordinator of the “*Read with MEAC*” community service initiative.

### **Blake Lawrence – Founder and Chief Executive Officer, Opendorse**

Blake founded Opendorse, an athlete marketing platform, which helps athletes share and monetize content on social networks. Blake has gained his extensive knowledge in valuation of social media assets throughout his distinguished career. Lawrence’s experience also includes his work at Design Intelligence where he provided marketing research analytics to brands such as: Kellogg’s, Red Bull, Jim Beam, Lipton, and Axe.

### **Matthew Yazge – Head of Nielsen Esports, Nielsen**

Matthew Yazge leads the Esports & Brand Partnerships team at Nielsen Sports. Throughout his 9-year career at Nielsen, Matthew has helped leaders in the global entertainment marketing with their esports, sports, music, film, fashion and video gaming strategies. In his current role, he helps brand advertisers activate sports + esports fans to achieve marketing objectives and drive sales. Matthew is also an advocate for LGBT rights and representation and serves as a Nielsen Subject Matter Expert in LGBT research.

### **Brett Steiger – Partner, Strop Insights**

Brett has been a key member of the Strop team for almost two years. He develops strategic plans that drive short and long-term value for clients, which also managing all marketing and new business development. Brett works to generate new business and strategic agency partnerships with a focus on the analytics necessary to secure client success. Brett received his MBA in Marketing from The University of Texas.

### **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 esports rights encompass the ECAC, NJCAA, and within the 20+ conferences represented by CSMG. 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.