



## Collegiate Sports Management Group and UNI Esports Enter Strategic Partnership

September 3, 2020

New York City, NY – Collegiate Sports Management Group (CSMG) and UNI Esports announce multi-year strategic partnership, naming UNI Esports as the “Official Esports Consulting Partner” of CSMG Esports initiatives. With UNI Esports providing their resources and program creation support to all of CSMG’s current and future properties across both conferences and institutions, this partnership will continue to help the growth of collegiate esports.

"The biggest problem in collegiate esports today is fragmentation - of infrastructure, resources, and common direction. CSMG has been one of, if not the greatest forces driving the incorporation of esports into existing athletic programs and conferences at four-year schools," said Alex McNeil, Co-Founder of UNI Esports. "We're thrilled for this partnership. It's not only a chance to help the property partners launch effective esports initiatives. I believe it's also an opportunity to work at a high level to help build the future of collegiate esports."

UNI will offer its consulting services which focus on program planning, development and assessment, and will gather data relating to collegiate esports program development, member engagement with CSMG offerings.

“Some of the goals of our partnership with UNI is to help schools answer the questions they have to start an esports program and also inform them of the resources they will need. The data collection tools, and analytics abilities of the UNI team will bring additional value to our current partners and bring clarity to our future ones as well,” stated Neil Malvone, EVP of Strategic Partnerships and Director of Esports at CSMG.

### **About Uni Esports**

Uni Esports is a consulting group that works with higher education institutions, conferences, and associations to create esports initiatives built for the future of education. In addition to planning, launching, and assessing esports initiatives. Uni provides original scholarship and research on the state of collegiate esports.

### **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.