



## Collegiate Sports Management Group Partners with FanSaves

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New York, NY and Ottawa, Ontario, Canada – Collegiate Sports Management Group (CSMG) has partnered with FanSaves, an emerging digital company providing fans with sponsor-related discounts and deals. FanSaves will become CSMG’s “Preferred Mobile Couponing Platform,” and the preferred solution in the “Mobile Couponing Platform App” category. Through the FanSaves app, fans can follow their favorite teams and organizations and gain access to exclusive promotions from sponsorship brands. With this partnership, CSMG can provide sponsors with an even more robust partnership offering that enhances engagement, delivers key insights using consumer data, and tracks return on investment.

“CSMG’s vision and innovative approach to so many facets within the sports and collegiate athletics industry puts them at the cutting edge of the technological shift that’s occurring,” says Shannon Ferguson, Co-Founder and CEO of FanSaves. “FanSaves is extremely proud and excited for this strategic partnership which will help CSMG’s properties to digitally activate fans with their sponsors in a new and engaging way.”

CSMG joins over 40 organizations across North America currently benefiting from the FanSaves platform, which offers 400+ deals and discounts from affiliated brands. FanSaves and CSMG will work together to introduce properties and their communities to FanSaves’ capabilities.

“The ability to obtain and correctly interpret consumer data is integral for the sponsorship industry. FanSaves technology will further arm CSMG with another tool to better assist our partners in driving sponsorship sales,” stated Patrick Young, Manager of Strategic Development and Planning at CSMG. “FanSaves’ current work with local communities and their chambers of commerce also offer points of engagement, with changes to policies regarding Name, Image and Likeness (NIL) on the horizon and student-athletes having revenue opportunities.”

### **About FanSaves**

FanSaves is digital platform that is revolutionizing the world of sponsorship. Founded in 2017, FanSaves is used as a sales tool to increase sponsorship revenue and ensure sponsors are receiving relevant data. The app is free for fans to download, allowing them to access coupons specifically from their favorite team’s sponsor. The activation opportunities allow fans to engage with sponsors outside of venues and in real time, extending sponsorship reach and putting brands in fans’ hands. To learn more visit [www.fansaves.com](http://www.fansaves.com).

### **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.