



## GULF SOUTH CONFERENCE PARTNERS WITH FLOSPORTS TO BRING THEIR FOOTBALL AND CONFERENCE CHAMPIONSHIPS TO FANS WORLDWIDE

*Partnership Encompasses Streaming Rights To Complete Football Seasons and Conference Championships Through 2024 As Well As Development Of Exclusive Sports Content Including New Weekly Football Live Studio Show*



**AUSTIN, Texas (April 16, 2020)** – Today the **Gulf South Conference**, one of the country's leading Division II conferences, and **FloSports**, an innovator in sports streaming and original content, announced a media rights partnership to provide live and on-demand coverage of the conference's complete football programs and team sports championships to fans worldwide. The 4-year partnership extends through the 2023-24 season and includes streaming rights to the complete Gulf South Football and Conference Championships across the conference's 18 official and associate member schools.

With the launch of this comprehensive partnership, Gulf South joins other innovative NCAA Division I and Division II conferences to distribute their entire football season and Conference Championships on a digital-only, OTT platform allowing fans to watch live and on-demand games and other sports-related content on any device, anywhere. Conference Championship events featured in the partnership include basketball, baseball, soccer, cross country, indoor/outdoor track and field, softball, women's volleyball, and women's lacrosse. In addition to complete coverage of conference games, Gulf South and FloSports will collaborate on a new weekly live studio show dedicated to news, interviews, and analysis of the conference's football programs throughout each season. Details on the new show will be announced soon.

“This is an exciting time for the GSC and our constituents. To partner with an innovator like FloSports who holds our conference, institutions, and student-athletes in such high regard is a great decision by our membership,” GSC Commissioner Matt Wilson said. “We cannot wait to begin delivering terrific content through the platform.”

“We are proud to partner with Gulf South Conference to bring high-quality sports and content to their fans,” FloSports CEO & Co-Founder Mark Floreani said. “We believe it’s important to open up access to these Division II conference sports and teams to a wider audience and collaborate with partners like Gulf South to deepen their sports communities and strengthen the direct relationship with their fans.”

“CSMG enjoys a strong and collaborative working relationship with the outstanding team at FloSports and find its dedication and responsiveness to its collegiate partners across all levels to be superb,” says Ray Katz, COO and Co-Founder, Collegiate Sports Management Group. “We also applaud conference members for their vision and leadership to elevate the Gulf South Conference’s content distribution, more broadly displaying the GSC’s superb quality with respect to producing events and on-field play. This will accelerate the perceived value of Division II collegiate athletics worldwide.”

The agreement was negotiated by the Gulf South Conference and Lindsey Ross, Director, Rights Acquisition at FloSports with assistance by Collegiate Sports Management Group. Gulf South becomes the ninth collegiate entity to enter into a multi-sport partnership with FloSports to grow their sports communities. Through relationships with the NCAA, Big Ten, Big 12, Mountain West, Colonial Athletic Association (CAA), Eastern College Athletic Conference (ECAC), Mid-Eastern Athletic Conference (MEAC), Mountain Pacific Sports Federation (MPSF) and Southern Intercollegiate Athletic Conference (SIAC), FloSports has demonstrated a consistent ability to build a highly engaged sports audience through compelling content and delivering quality broadcast production value to college sports fans. The company continues to broaden its collegiate sports platform offerings through vertical sports platforms including the recently launched FloBaseball that featured over 700 games on its broadcast schedule this season, FloHoops that broadcasts some of the best college basketball tournaments in the country as well as industry-leading platforms such as FloSoftball.

Gulf South fans will have the ability to access live and on-demand coverage of exclusive content and games by becoming a monthly or annual subscriber at FloSports.tv. Either subscription unlocks access to premium content and live events across the entire FloSports network of 25+ sports categories including softball, cycling, wrestling, motorsports, bowling and more. Watch the events across all screens by downloading the FloSports app on Amazon Fire TV, Roku, Apple TV, the App Store, and Google Play Store.

For more information, visit: [FloSports.tv](https://FloSports.tv) and [GSCSports.org](https://GSCSports.org)

#### **About Gulf South Conference**

The Gulf South Conference is a charter NCAA Division II member. The GSC has won 53 national titles across 13 sports and has claimed more than 150 regional titles. In 2019-20, the GSC has 13 member institutions and five affiliate members with 19 sponsored sports.

#### **About FloSports**

Founded in 2006, FloSports is a venture-backed subscription video streaming service dedicated to sports, offering live and on-demand access to hundreds of thousands of competition events across 25+ vertical sport categories in the US and abroad. FloSports' mission is to give underserved sports the attention they deserve. With a growing library of more than 300,000 hours of premium content including news, expert commentary, films, documentaries and more, FloSports has established itself as an innovator and leader in sports streaming. Finally, your sport has a home. For more information, please visit: [flosports.tv](http://flosports.tv).

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

Founded in 2014, CSMG is a "Collegiate 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 departments and initiatives. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation and Distribution, Media Rights Strategy and Negotiation, Sponsorship Sales, Licensing and Esports. To learn more about Collegiate Sports Management Group clients and case studies, visit [www.collegiatesmg.com](http://www.collegiatesmg.com).