



THE 2020 COLLEGEINSIDER.COM POSTSEASON TOURNAMENT TO BE FEATURED ON THE ESPN APP

March 9th, 2020

BOSTON, MA – CollgeInsider.com Postseason Tournament (CIT) has a new agreement with ESPN to feature this year’s postseason men’s basketball tournament on the ESPN App. The tournament will consist of five rounds and is structured in a single elimination format, taking place Monday, March 16th through Friday, April 3rd.

“We are very excited to collaborate with ESPN on this event,” said Angela Lento, Vice President of College Insider, Inc. “The ESPN App is a perfect fit for the CollegeInsider.com Postseason Tournament. It’s very exciting to take the CIT into a new decade with extended coverage.”

Dan Girard, Director of Media and Property Partnership at CSMG said, “We are thrilled to work with ESPN and help provide exposure to the schools that participate in the CIT. We look forward to watching these student-athletes create memorable moments in March.”

The agreement was brokered by Collegiate Sports Management Group.

For more information on ESPN’s live coverage schedule of the CIT visit, collegeinsider.com/tournament.

About CIT

More schools have made their postseason debut (28) and more programs have won their first-ever postseason game (39) than all tournaments combined during the 11 seasons since the CollegeInsider.com Postseason Tournament (CIT) was created in 2009. The CIT has produced 30 NBA players and three Lottery picks, including Damian Lillard who was named NBA Rookie of the Year. It marked the first time since 1955 that a tournament other than the NCAA Tournament produced the Rookie of the Year. One year after advancing to the CIT semifinals, UMBC became the first No.16 seed to ever beat a No. 1 seed when they knocked off Virginia.

About Collegiate Sports Management Group

Founded in 2014, CSMG is a Collegiate 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 departments and initiatives. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation & Distribution, Media Rights Strategy & Negotiation, Sponsorship sales, Licensing, Event Production & Management, CRM, Ticketing and esports. CSMG esports rights encompass the ECAC, the NJCAA, and most of the other 20+ conferences represented by CSMG for traditional sports. To learn more about Collegiate Sports Management Group please visit, www.collegiatesmg.com