



For Immediate Release

Nov. 26, 2024

Contact: Josh Yonis (jyonis@conferenceusa.com)

Conference USA Partners with REV Entertainment to Spur Conference Entitlement Opportunities

DALLAS — Conference USA has announced a strategic partnership with the Sports Marketing division of REV Entertainment, the official events partner of the Texas Rangers, to explore the conference's entitlement opportunities. The collaboration will focus on a fair-market valuation of the league's naming rights and the development of a comprehensive sales strategy to maximize the conference's revenue potential.

"We are thrilled to partner with REV Entertainment to serve as an extension of CUSA as a voice in the market," CUSA Commissioner **Judy MacLeod** said. "This partnership allows us to tap into REV's expertise in sports marketing and sponsorship sales, helping us unlock significant revenue opportunities while positioning CUSA for long-term success."

The market valuation will be designed to highlight key exposure categories, including broadcast, earned media and in-person opportunities. REV will also assist in crafting flexible partnership framework that incorporates structure, key benefits, unique assets, brand awareness, cause marketing and digital media. CUSA will retain REV's extensive sales, service, and research capabilities to support the sales narrative and secure mutually beneficial terms.

"This partnership is a landmark moment for REV Entertainment and our Sports Marketing division," said **Guy Tomcheck**, REV Entertainment's Vice President of Sports Marketing. "We're excited to bring value to the Conference USA brand through this strategic partnership and look forward to using our expertise to benefit the Conference, its member institutions, and fans in new and creative ways."

In addition to the valuation and entitlement sales, REV will provide strategic guidance throughout the sales process, while working with CUSA Associate Commissioner/Chief Revenue Officer **Drew Maulsby**, to ensure that CUSA maximizes its revenue potential while maintaining alignment with its brand values.

About REV Entertainment:

REV Entertainment is the official events partner of the 2023 World Series-champion Texas Rangers. REV Entertainment is a full-service company with the goal of producing first-class sports and entertainment events nationwide. REV Sports Marketing is the partnership, sponsorship sales, and brand consultation wing of REV Entertainment. The team is dedicated to enhancing revenue streams for partner properties, including: entitlements, major inventory

sales, and many other revenue streams for sport teams, leagues and organizations.
REVEntertainment.com.

About Conference USA:

Conference USA is an NCAA Division I conference championing success in college athletics through dedicated leadership, dynamic partnership and diverse membership. Founded in 1995 and based in Dallas, CUSA is home to 10 schools: FIU, Jacksonville State, Kennesaw State, Liberty, Louisiana Tech, Middle Tennessee, New Mexico State, Sam Houston, UTEP, and WKU. Delaware and Missouri State begin competition in 2025.

-ConferenceUSA.com-