

**• Sports Management Firm CSMG Scores \$3.5 M Series** ▲ ☒**A**By Michelle Tsai

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Sports management company CSMG said it has closed \$3.5 million in its first round of institutional capital and will use the funding for expansion into corporate consulting and television production.

William Sutter Jr., managing partner at Hopewell Ventures LP, the sole investor, will join CSMG's board.

CSMG Chief Executive Tom Kang said the company will devote new capital to hiring staff, though he declined to disclose an exact figure.

The company, which represents athletes including New York Yankees pitcher Chien-Ming Wang and Miami Heat guard Dwyane Wade, plans to expand into corporate consultancy to help companies tap into target audiences through sports talent and events.

Television production also looms on the horizon, as CSMG is developing new content by working with production firms with an eye toward eventual acquisition, said Kang. The company expects to make an acquisition within two years, perhaps as early as 2006, he said. Long-range plans also include moving into event production.

"The company's business model is an anti-Jerry Maguire model," said Tom Parkinson, partner at Hopewell. "Instead of a culture of lone ranger agents with a star player, they have an integrated approach. We see a lot of growth potential in the business even though it's a 20-year-old business."

The Skokie, Ill.-based company, which formed in 1983 and is profitable, won't need more funding for 24 months, according to Kang. Before this round of capital, CSMG had raised a small amount of funding from individual investors.

In addition to Kang and Sutter, CSMG's board includes Alan Bignall, CEO of Visual Interactions Inc.; Harry Hoopis, managing partner of Northwestern Mutual Financial Network; Chairman Alan Nero; and Chief Financial Officer Marty Pereira.

<http://www.hopewellventures.com>

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