



CONFERENCE USA

5201 N. O'Connor Blvd. Suite 300 Irving, TX 75039 P (214) 774-1300 F (214) 496-0055

Website // conferenceusa.com

Twitter // @ConferenceUSA

Watch // www.CUSA.tv

#AllDayCUSA

For Immediate Release

July 3, 2018

Contact: Cassie Logan (clogan@c-usa.org)

C-USA ANNOUNCES PARTNERSHIP WITH FRANKLIN GROUP

IRVING, Texas – Conference USA has entered into a multi-year partnership with Franklin Group, the league announced today. The integrated marketing and printing company will now serve as the official “Promotional Solutions Partner of C-USA.”

The sponsorship benefits the conference office in addition to its member institutions. Franklin Group will provide products and services for hospitality events at C-USA’s basketball and football championships, and spring meetings. Universities also receive promotional credit for their respective athletic departments.

“We are thrilled to partner with Franklin Group and their storied commitment to providing high-quality products,” C-USA Deputy Commissioner **Brian Mackin** said. “We are confident the company can lift Conference USA’s branding to a higher level.”

Franklin Group, a hub for design, print, targeted marketing, promotional items and premium products, has crafted strong and reliable partnerships with clients among a diverse group of industries for more than 25 years. The company has experience serving industries, organizations and commercial entities within the realms of medical and health, sports and entertainment, food, real estate and non-profit.

“Franklin Group is delighted to partner with Conference USA,” Steven Zuller, Franklin Group CEO said. “The 14 institutions within the conference represent high standards, both academically and athletically, and we are honored to work with each of them to help with promotional solutions to further engage their respective fan bases. As Franklin continues to strategically align in the collegiate space, this partnership will serve as one of the pillars in doing so.”

About Conference USA

Conference USA is an NCAA Division I athletic conference based in Irving, Texas, that services 14 institutions of higher education – Charlotte, FIU, Florida Atlantic, Louisiana Tech, Marshall, Middle Tennessee, North Texas, Old Dominion, Rice, Southern Miss, UAB, UTEP, UTSA and WKU. Now in its third decade, Conference USA has adapted to the ever-changing landscape of collegiate athletics with an unwavering commitment to excellence, integrity and leadership in competition, academics and community.

About Franklin Group

Since 1988, Franklin Group has been designing, printing and distributing innovative marketing materials and promotional products for a wide range of sports organizations and commercial entities.

-more-

Headquartered in Brooklyn, NY, the company serves as a printing and promotions partner for 70 professional and collegiate elite sports organizations in leagues which include the NHL, NBA, MLB, MLS, WNBA and NCAA, along with five sports venues. Franklin Group is also consistently involved in extensive marketing, printing and promotional work in the healthcare, real-estate and non-profit sectors. For more information please visit us at www.franklingroupusa.com or contact us at 866-PRINT-88. Follow Franklin Group on Twitter at [@Franklin_Group](https://twitter.com/Franklin_Group), and on LinkedIn at <https://www.linkedin.com/com>