



South Carolina High School League



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**For Immediate Release**

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## **TPG Signs 10-Year Partnership with the South Carolina High School League**

COLUMBIA, SC (SEPTEMBER 30, 2019)—The South Carolina High School League (SCHSL) has signed a new 10-year partnership with Teall Properties Group (TPG), a multimedia and marketing management company for high schools, as the exclusive agent for strategic business partnerships, athletic sponsorships and multimedia rights.

Under the partnership, TPG will work with the SCHSL to develop business relationships to benefit the League, and in turn its member schools. TPG also will represent the SCHSL in negotiations for opportunities related to the regional and national recognition of the League's championships and student-athletes across its 14 sports.

"The opportunity to partner with SCHSL is truly an honor. We know a significant impact can be made at the high school level through corporate partnerships," said TPG CEO Mike Wolfert. "We look forward to beginning our new relationship with SCHSL Commissioner Jerome Singleton and his team on growing revenues and the League's brand throughout South Carolina and the Southeast."

"A partnership that benefits our member schools is one we wish to boast about. Teall Properties Group (TPG) has a proven track record of accessing positive business leaders who wish to work with young people across South Carolina," said SCHSL Commissioner Jerome Singleton. "Working with TPG will be an asset to our schools and athletic programs. I look forward to new developments and relationships during the 2019-20 school year and hope our fans support those who support our athletes. This is a brand-new era for TPG and SCHSL; one we embrace for the coming years."

SCHSL's multimedia rights have been managed by Scholastic Sports Marketing for the past 2 years. TPG acquired Charlotte-based Scholastic Sports Marketing in 2018. Founded in 2004, Scholastic Sports Marketing has in recent years emerged as one of America's fastest growing high school multimedia and marketing management companies.

### **About SCHSL**

The SCHSL is a private non-profit voluntary interscholastic athletic league of 220 high schools and 208 middle schools. Each school year, the League awards 90 championships across its sports. The SCHSL is online at <http://schsl.org/>.

## **About TPG**

Teall Capital created its TPG division in 2018 to serve as Teall Capital's arm for the high school market. TPG believes in the high school student-athlete experience and how it positively shapes our next generation. It is our mission to support this cause by connecting its community to organizations and brands that share in this belief.

## **About Teall Capital Partners**

Teall Capital is a privately held set of investments in innovative, high-growth potential lifestyle brands, experiences and services. The company's leadership has extensive experience in sports, media, marketing, and entertainment, and the group provides its operating companies deep expertise in a number of disciplines: corporate strategy, organizational management, culture and training, financial strategy, employee operations, recruiting, and expert legal diligence.

Teall Capital is led by Ben C. Sutton, Jr. and an executive management team that built and expanded four national market-leading businesses in the college sports space: IMG College Multi-media, IMG College Seating, IMG College Licensing, and IMG Learfield Ticketing. Teall invests in complementary organizations that can strategically work together to realize greater value, sharing in expertise, thought leadership, and networks.

*For more information, please visit [TeallCapital.com](http://TeallCapital.com)*

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