



ISE PROPERTIES HIRES JEFF LONG AS A CONSULTANT

ATLANTA – February 26, 2024 – Independent Sports & Entertainment (ISE) Properties division has hired industry veteran Jeff Long as a Senior Consultant effective immediately. Long brings more than 40 years of experience spanning all levels of collegiate athletics leadership. In addition to serving as the Director of Athletics at Eastern Kentucky University, University of Pittsburgh, University of Arkansas, and Kansas University, Long served in leadership roles at the University of Oklahoma, Virginia Tech, University of Michigan, and Rice University. A former football student-athlete, he also coached at several Power 5 universities before transitioning to administration. Among the numerous prominent college athletics positions in which Jeff has served, he was appointed the first chairman of the College Football Playoff (CFP) selection committee.

In his consulting position, Long will focus on growing the ISE Properties college venue naming rights business. ISE has secured venue naming rights deals on six (6) university campuses over the past two years, totaling more than \$135M in overall revenue for its partner schools. ISE is currently in market with four (4) college venue naming rights searches with more set to launch soon.

“We are thrilled to work with Jeff as we continue to grow our naming rights business,” said Owen Shull, EVP/Head – ISE Properties. “Revenue generation in college athletics remains the focus for ISE Properties, and no one has more authentic relationships or a better reputation than Jeff. We see tremendous opportunity for universities and brands to work together on these highly visibly partnerships.”

During Long’s 17 years serving as the Director of Athletics at Power 5 universities, he led highly successful departments that excelled at all levels.

“I’ve spent my entire career in college athletics and believe deeply in the student-athlete experience,” said Long. “This is a unique time in college athletics where additional revenue is needed more than ever. I believe in the impact that Owen and the ISE team are making for their university partners and wanted to be a part of it.”

About Independent Sports & Entertainment

Independent Sports & Entertainment (ISE) is a leading representation, management, sales, consulting and marketing agency building legacies for world-class talent, brands and properties around the globe. With a client-centric culture, ISE offers a full suite of services, including strategic guidance, superior contract negotiation, brand creation and management, integrated marketing and global partnership development. ISE Properties provides premium sponsorship sales representation for teams, leagues, venues and events with a focus on college athletics. The company’s team of experts provide personalized service, tailored strategy and elevated execution for each and every client. Headquartered in Los Angeles, ISE also has offices in Atlanta, Chicago and Indianapolis.