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News media contact

Steve Bumgarner

336.722.9660 office or 336.403.0955 mobile

steve@capturevalue.com

TPG Signs 10-Year Partnership with the Western Pennsylvania Interscholastic Athletic League

PITTSBURGH, PA (SEPTEMBER 30, 2019)—The Western Pennsylvania Interscholastic Athletic League (WPIAL) 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. The agreement is part of a transition from Scholastic Sports Marketing, which had a longstanding partnership with the WPIAL and was recently acquired by TPG.

Under the partnership, TPG will work with the WPIAL to develop business relationships to benefit the League, and in turn its member schools. TPG also will represent the WPIAL in negotiations for opportunities related to the regional and national recognition of the League's championships and student-athletes across its 25 sports.

"The opportunity to partner with one of the largest and most historic high school Leagues in the country, which has enjoyed unprecedented athletic success and is poised to soar to even greater heights, truly is an honor," TPG CEO Mike Wolfert said. "We look forward to continuing our relationship with WPIAL Executive Director Tim O'Malley and his team; while growing revenues and the League's brand throughout Western Pennsylvania."

"We are excited to partner with TPG, and anticipate increasing the marketing possibilities for the WPIAL," WPIAL Executive Director Tim O'Malley said. "Our ability to expand our corporate sponsorships is crucial for the future development of the League."

Founded in 2004, Scholastic Sports Marketing emerged in recent years as one of America's fastest growing high school multimedia and marketing management companies. Scholastic Sports Marketing's mission was to enhance the overall experience for high school student-athletes by developing new revenue streams while fostering the image and awareness level of the athletic events, conferences and institutions in which they participate. The company represented some of the nation's top interscholastic properties including the nationally televised Shrine Bowl of the Carolinas, large athletic conferences, state associations and some of the most prominent high schools in the country.

“The TPG team is passionate and cares deeply about the high school space. We believe with our growing team of all-stars, industry know-how and added resources that we can transform the interscholastic business place like never before,” Scholastic Sports Marketing co-founder and TPG Executive Vice President of Business Development James Companion said. “We are now positioned to make a positive difference across the entire country one state, one league and one community at a time.”

About WPIAL

The WPIAL is a private non-profit voluntary interscholastic athletic league of 267-member senior and junior high schools covering 10 counties in Southwestern Pennsylvania. The counties are: Allegheny (except for public schools in the City of Pittsburgh), Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington, and Westmoreland. Each school year, the League sponsors championships in 25 different sports. The WPIAL is online at WPIAL.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

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