

For Immediate Release

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Total Sports and Entertainment Selects Rhycom Sports

(Overland Park, KS)—Total Sports and Entertainment (TSE), a sponsorship management systems and AV production services company, has announced a partnership with Rhycom Sports, a full-service sports marketing firm. Overland Park, KS-based Rhycom Sports will assist TSE in developing sales opportunities for TSE's sponsorship solutions including SponsorPRO, BroadcastPRO and ScriptPRO.

"I believe TSE has a unique set of sponsorship solutions that meet the objectives of any organization involved in sponsorship sales and implementation, including college athletic programs and their rightsholders," stated Rhycom Sports President, Mike Behymer. "The ability for TSE's various platforms to improve and increase efficiency is amazing."

TSE's services include sponsorship management and leveraging, youth marketing and school programs, hospitality management and hosting, event management, experiential promotions and venue production.

Prior to helping start Rhycom Sports in April of 2010, Behymer spent ten years with collegiate multi-media rightsholder, Learfield Sports. As a result of Behymer's history in the collegiate space, TSE President, Bob Masewicz, believes his company would benefit tremendously from its involvement with Rhycom Sports. "Clearly, we value Rhycom Sports' experience in college athletics," said Masewicz. "However, we also see their long-term value to TSE extending to all of our offerings." Behymer also recognizes the future relationship with TSE outside of the collegiate space. "It will be interesting to see how our partnership with TSE unfolds in regards to their services outside of college athletics," Behymer said.

About TSE

TSE is a sports promotions & entertainment and event production solutions and services company. In addition to SponsorPRO, BroadcastPRO and ScriptPRO, TSE's services include providing teams and athletic departments with promotional ideas, audio/video equipment expertise and guidance on using entertainment and promotions to gain ticket and sponsorship sales. TSE's management solution software, ScriptPRO is used by teams and schools at all levels nationwide to streamline events and to assist with sponsorship fulfillment. TSE provides services through TotalSportsEntertainment.com, TSEGameTime.com, on-site training and consulting.

About Rhycom Sports

Rhycom Sports, a division of Rhycom, Inc., works with sports properties, brands and corporations and specializes in a wide variety of sports marketing services including sponsorship consultation, event management, customer entertainment, corporate sales management and corporate sponsorship sales training. In addition to his ten years with Learfield Sports, Behymer was Director of Marketing and Sales for the Kansas City Royals. He began his career with the National Association of Intercollegiate Athletics (NAIA) a current client of Rhycom Sports. Additional Rhycom Sports clients include Johnson County (Kansas) Parks and Recreation District, New Mexico State University, Collegiate Consulting, Meseats, Cramer Products, Dreams Retail and TxtQuest. For more information on Rhycom Sports, go to www.rhycomsports.com