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Blue Entertainment Sports Television forms partnership with IF Management

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IF Management Inc., a company that represents radio and television personalities, has formed a partnership with Blue Entertainment Sports Television, a division of Blue Equity LLC.

Financial terms of the agreement were not disclosed.

Geoff Garmhausen, director of marketing and communications for Louisville-based BEST, declined to say if BEST purchased IF Management or if the companies merged.

IF Management has about 8 employees, and BEST has more than 75, Garmhausen said.

He described the arrangement as a "partnership" that will have IF Management operating as a division of BEST Broadcasting, which produces sports and entertainment events for television.

New York City-based IF Management, which is led by president Steven Herz, represents on-air television and radio talent, producers, current and retired athletes, coaches and sports executives. Its client list includes ESPN broadcaster Dan Shulman, NFL Network analyst Brian Baldinger, Versus analyst Bill Patrick and New York Mets general manager Omar Minaya.

BEST also manages the careers of various athletes, coaches and performing artists. Its client list includes NFL players Santonio Holmes and Reggie Bush, NBA players Shawn Marion and Ricky Rubio, boxer Floyd Mayweather and ESPN personality John Saunders.

The partnership allows BEST access to IF Management talent for television productions, BEST Entertainment president Lon Rosen said in a news release.

"Adding Steve and IF Management to the team continues our efforts for expanding into television packaging and production," Rosen said in the release. "We are very excited to utilize the additional resources Steve and his team will bring to BEST and look forward to expanding our reach in the television industry while also adding value to our current coaching and broadcasting clients."

In addition to talent management and television production, BEST owns the rights to sporting events to the US Open Tennis Championship, the French Open Tennis Championship and the Boston Marathon. It also produces national three-on-three basketball, football and soccer tournaments.

Additional information about BEST can be found at www.experiencebest.com.

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