



FOR IMMEDIATE RELEASE

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Announcing Sponsorship Industry Leaders from Alaska Airlines, Delta Dental, MillerCoors and the Seattle Storm to Speak at Sponsorship Mastery Summit

Sponsorship Mastery Summit Debuts in Seattle This Fall, September 25-26

July 31, 2019 (Seattle, WA)—[Sponsorship Mastery Summit](#) is a two-day rigorous sponsorship workshop that will take place September 25-26, 2019 in Seattle, Washington. The summit is designed specifically for sponsorship sales leaders and teams to improve performance, increase revenue and master sponsorships.

Unlike other industry events, Sponsorship Mastery Summit facilitates opportunities to make connections—to people, ideas and opportunities. Participants take their knowledge and skills to mastery level through active engagement and direct access to leaders who have mastered sponsorship. Beyond trading business cards and brief conversations, participants build key relationships in the industry. They connect and collaborate with an influential group of sponsorship sales pros in an intimate setting.

Session facilitators are sponsorship masters who have represented well-respected brands and properties such as Alaska Airlines, Delta Dental, iHeartMedia, Major League Soccer, MillerCoors, the National Football League, the Seattle Storm, Special Olympics USA Games and more. Each will share their areas of expertise with workshop attendees:

- **Kristi Ellefson:** Ellefson is a master of creating successful sponsorship strategies from the ground up. The senior manager of public relations and brand at Delta Dental Washington didn't inherit a plan or an arsenal of strategies when she came on board a decade ago. She identified resources and began constructing her own plan, piece by piece. Today, the brand has loyal advocates all over the state.
- **Marques Jackson:** Jackson is a master of brand experience with a passion for aligning brands with multi-cultural sports and events. A results-driven innovator, Jackson currently leads brand experience for the MillerCoors portfolio of brands. He has also provided sponsorship leadership for other top brands including Coca-Cola Company, Reebok International and the Washington Redskins.
- **Jason Klein:** Klein is a master of making connections. The founder of 88 Marketing connects people, their favorite pastimes and the brands they love. He began his sponsorship career with the NBA Summer Pro League, which eventually led to a longtime role with the Los Angeles Dodgers and MLB.com. After 25 years, sports-focused sponsorship marketing continues to be Klein's passion.
- **Nate Silverman:** Silverman is a longtime sports marketer, a master of leveraging sponsorship for social good and a believer in brands taking a stand for causes they care about. He is the senior vice president of corporate partnerships and social responsibility for the Seattle Storm, a three-time WNBA championship team that places a high value on community, youth development and empowering girls and women.

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at Sponsorship Mastery Summit**
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Sessions for this year's Sponsorship Mastery Summit include:

- When Sponsorship and Social Good Intersect
- The Future of Sponsorship
- A Proven 7-Step Sponsorship Sales Process Used by Masters
- Big Brands Share Secrets for Meeting Sponsor Expectations
- Breathing Life Into a Stale Sponsorship Program
- Building a Winning Sponsorship Culture and Team
- Identify, Price and Package Your Assets
- Powerful Sponsorship Negotiating and Contracting Strategies
- Strategies and Tactics Used by Masters
- What's Your Story?

Sponsorship Mastery Summit will take place at the Hyatt Regency Lake Washington at Seattle's Southport, which perfectly combines the natural beauty of the Pacific Northwest with modern amenities. Guests will enjoy close proximity to Sea-Tac International Airport and downtown Seattle, plus ample opportunities for shopping, dining, hiking or relaxing at the hotel. Registration for the two-day Sponsorship Mastery Summit is \$1,400 and includes meals, sunrise yoga, happy hour and a special gift. Lodging at the Hyatt Regency is available at a special conference rate.

For more information and to register, visit SponsorshipMasterySummit.com.

About Caravel Marketing

Caravel Marketing provides sponsorship and revenue development services to entertainment and sports properties, nonprofits, associations, corporations and government agencies. Caravel develops and implements strategic plans to increase sponsor value, accelerate performance, and connect companies and properties to create meaningful partnerships. For more information, visit CaravelMarketing.com.

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