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Industry All-Stars from Seattle Mariners and Special Olympics Join Sports Broadcaster Jen Mueller at Sponsorship Mastery Summit

August 23, 2019 (Seattle, WA)—[Sponsorship Mastery Summit](#) debuts this fall, September 25-26, at Hyatt Regency Lake Washington in Seattle. The intensive workshop is designed specifically for sponsorship sales leaders and teams to build stronger partnerships and improve performance. Attendees take their knowledge and skills to mastery level through active engagement and direct access to leaders who have mastered sponsorship. Visit Seattle will host a special event to welcome attendees from around the nation to Seattle. The summit will be followed by a 3-month online program.

The masters represent well-respected brands and properties. Each will share their areas of expertise with workshop attendees. Exciting additions to the event include:

- **Jen Mueller:** Jen will share her unique twist on business communications to help attendees tell a more compelling story. An 18-year sports broadcasting veteran, Jen currently serves as the Seattle Seahawks sideline radio reporter. She is also part of the Seattle Mariners television broadcast team on ROOT Sports. In addition to her work on the sidelines, Jen launched Talk Sporty to Me in 2009 and is the author of three books. As a business consultant, she also works with companies to take their communication to the next level.
- **Joe Chard:** Joe is a giveback pioneer who has masterfully connected communities with causes they care about for more than three decades. Joe will share his expertise about the intersection between social good and sponsorship marketing. The vice president of partnerships and community relations for the Seattle Mariners, Joe was instrumental in establishing Mariners Care, the club's nonprofit foundation, which has raised over \$26 million for community programs and organizations and become a national model.
- **Britt Carlson Oase:** Britt is a master of building partnerships at the highest levels and currently serves as the CEO for Special Olympics Oregon. Previously, her work in professional sports marketing and sponsorship spanned two decades with the Minnesota Vikings, Timberwolves and Lynx. She then served as the senior director of partnerships for the Minnesota Super Bowl Host Committee, raising \$53.3 million in corporate partnerships. Britt will share her experience and expertise developing and executing big ideas.

Additional speakers and panelists for the summit include Jim Andrews, formerly of IEG, Kristi Ellefson from Delta Dental Washington, Marques Jackson from MillerCoors, Tamara Hills from Brooks Sports, Brian Jones from Consulting Jones, Jason Klein from 88 Marketing, Beth Knox formerly of Special Olympics USA Games, Nate Silverman from the Seattle Storm and Jane Zalutsky from JZWorks.

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Announcing Sponsorship Industry Leaders 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
- 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 until September 6, 2019.

The registration deadline is September 13, 2019. 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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