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# NATIONAL SPORTS FORUM

BOSTON | FEBRUARY 23 - 25, 2025



2025 Official  
Hosts & Sponsors





# BREAKOUT SESSIONS AT A GLANCE

ALL PROGRAMMING WILL BE HELD AT THE WESTIN COPLEY PLACE

MONDAY AM	MONDAY PM	TUESDAY AM	TUESDAY PM
Sponsorship: The 6 Most Important Factors to Optimize Your Jersey Patch Returns	Ticket Sales: Maximizing Pipeline Efficiency	Partnership Activation: Partnering for Impact: A Case Study Leveraging Partnerships for Program Growth	Customer Service & Retention: Live Events and the Intersection of Revenue vs Fan Experience
Marketing: Supercharging Marketing Efforts with the Latest in Fan Engagement	Diversity, Equity & Inclusion: Hiring in Harmony: Diversity Without Discrimination	Business Development: Taking Pro Sports Teams to International Markets	Ticket Management: You Win With People - How to Train and Monitor the Next Wave of Sales Professionals
Fan Engagement: International Inspiration: Engaging Fans, Expanding Reach, and Building a Legacy in Sports	Social & Digital Media: Unlocking Generative AI's Potential in the Sports Industry	Diversity, Equity & Inclusion: 365 Platforms that Empower: Working with Sponsors to Expand Diversity Initiatives Beyond Just a Theme Night	Marketing: Leveraging Storytelling to Drive Fan Engagement and Boost Sponsorship Value
Sr. Management: Behind the Playbook - Emotional Intelligence in Action: Unlocking Leadership and Strategic Success	Business Analytics: How to Optimize Data for Strategy Across an Organization	Ticket Sales: How to Play Nice With Marketing	Sponsorship: TBD

**& More!**



# SUNDAY, FEBRUARY 23

\*Speakers & sessions subject to change






Time	PROGRAM (All Events at Westin Copley Place)		SESSION LEADERS
8:00 am	<b>CASE CUP COMPETITION</b>		
8:00 am	BUSINESS OF DIVERSITY IN SPORTS & ENTERTAINMENT (BDSE) WORKSHOP Presented By: 	Private workshop	BDSE Committee
9:00am	RETENTION & CUSTOMER SERVICE WORKSHOP	Open to All	Ron Contorno, Full House Solutions, Tom Hoof, Magic Makers, Ken Troupe, SportsBiz Builders
	SALES LEADERS ROUNDTABLE Presented By: <b>TFL</b>	Open to All	Brian Richeson, Attend, Curtis Walker, TurnkeyZRG, Madison Aldis, San Antonio Spurs Ross Nigro & Mackenzi Baum, TFL
	PRIVATE EVENT & NON-GAMEDAY REVENUE WORKSHOP	Open to All	
11:00 am	<b>SUNDAY BRUNCH</b>		(Provided at Westin Copley Place)
12:00 pm	GETTING THE MOST OUT OF THE NSF TRADE SHOW	Open to All	David Brown, idegy, inc.
	SOCCER WORKSHOP	Private Workshop	Katie Foglia, Columbus Crew & Kristi Simmons, Sporting KC
	MLB WORKSHOP	Private Workshop	Brian Jemison, Detroit Tigers & Jared Kozinn, Pittsburgh Pirates
	NFL WORKSHOP	Private Workshop	Adam Nuse, Tennessee Titans & Laura Humphreys, Baltimore Ravens
	NBA WORKSHOP	Private Workshop	Rishi Lal, BSE Global & Rob Crain, Boston Celtics
	NHL WORKSHOP	Private Workshop	Brett Baur, Canucks Sports & Entertainment & Eric Stisser, St. Louis Blues
2:30 pm	<b>HALF TIME SNACK BREAK</b>		(Provided at Westin Copley Place)
3:00 pm	INNOVATION LAB (Includes Tech Tank)	Open to All	Brian Gainor, Gainor Sports
	CORPORATE PARTNERSHIP & BRAND ACTIVATION WORKSHOP (Includes Tech Tank) Presented By:  Trajectory	Open to All	Doug Holtzman, SportsDigita, Heather Raburn, Ripken Baseball
	MARKETING & FAN ENGAGEMENT WORKSHOP (Includes Tech Tank)	Open to All	Toni Will, Kalamazoo Wings, Tom Hoof, Magic Makers
	TICKET SALES & STRATEGY WORKSHOP (Includes Tech Tank) Presented By:  VICTORYLIVE	Open to All	Tom Sheridan, SportsBizBuilders, Paige Farragut, Victory Live
	BUSINESS INTELLIGENCE & DATA ANALYTICS WORKSHOP	Open to All	Will Eidam, Detroit Pistons
	BRANDS ONLY WORKSHOP	Open to All	Marc Timson, MoZeus
5:00 pm	<b>BUDWEISER BEER WAGON</b> Presented By: <b>TAYLOR</b>		(Provided at Westin Copley Place)
5:30 pm	BUSES DEPART WYNDHAM FOR FENWAY PARK		
6:00 pm	2025 WELCOME RECEPTION AT FENWAY PARK, home of the 		
8:30 pm	BUSES DEPART FENWAY PARK FOR WESTIN COPLEY PLACE		

## NSF 2025 AGENDA AS OF 1/2/25

STAY UPDATED ON SPEAKERS, SESSIONS, ETC AT [WWW.SPORTS-FORUM.COM](http://WWW.SPORTS-FORUM.COM)

BREAKOUT BLOCK 1

BREAKOUT BLOCK 2

Time	PROGRAM (All Events at Westin Copley Place)		SPEAKERS
8:30 am	<b>NEWCOMER'S BREAKFAST</b>		
	Presented by: 		
10:00 am	OPENING CEREMONIES		
10:30 am	<b>Opening Super Panel "BOSTON STRONG: Putting A Premium on Passion &amp; Loyalty"</b>		<b>MODERATOR:</b> Abe Madkour, <i>Sports Business Journal</i> <b>PANELISTS:</b> Glen Thornborough, <i>TD Garden/Boston Bruins</i> , Rich Gotham, <i>Boston Celtics</i> , Jessica Gelman, <i>Kraft Analytics Group</i> , Jennifer Epstein, <i>BosNation FC</i>
11:30 am	<b>COFFEE BREAK</b>		
	Presented By: 		(Provided at Westin Copley Place)
12:00 pm	<b>FAN ENGAGEMENT/ BUSINESS DEVELOPMENT</b>	International Inspiration: Engaging Fans, Expanding Reach, and Building a Legacy in Sports Presented By: 	<b>John Roberson</b> , <i>Advent</i> , <b>Julianna Barbieri</b> , <i>International Tennis Hall of Fame</i>
	<b>SALES</b>	How to 10x Your Revenue	<b>Toni Will</b> , <i>Kalamazoo Wings</i>
	<b>SR. MANAGEMENT</b>	Emotional Intelligence in Action: Unlocking Leadership and Strategic Success	<b>Brittany Alexander</b> , <i>Monumental Sports &amp; Entertainment</i>
	<b>DEI</b>	The ERG Playbook	<b>Chanelle Reynolds</b> , <i>Washington Commanders</i>
	<b>SPONSORSHIP</b>	The Six Most Important Factors to Optimize Your Jersey Patch Returns	<b>Rob Crain</b> , <i>Boston Celtics</i> , <b>Doug Nickerson</b> , <i>Trajektorj</i>
	<b>MARKETING</b>	Supercharging Marketing Efforts with the Latest in Fan Engagement	<b>Greg Bobolo</b> , <i>Tradable Bits</i>
	<b>WILD CARD</b>	Revolutionizing Spring Football - Why the UFL is Here to Stay!	<b>David Martin</b> , <i>United Football League</i>
1:00 pm	<b>LUNCH IN THE TRADE SHOW</b>		(Provided at Westin Copley Place)
2:30 pm	<b>TICKET SALES</b>	Maximizing Pipeline Efficiency	<b>Zack Tsamisis</b> , <i>Madison Square Garden</i>
	<b>MARKETING</b>	Leveraging Entertainment Properties to Attract New Fans Presented By: 	<b>Stacey Cohen White</b> , <i>BDA</i>
	<b>DEI</b>	Hiring in Harmony: Diversity Without Discrimination	<b>Kelley Walton</b> , <i>Ohio University</i>
	<b>SOCIAL/DIGITAL MEDIA</b>	Unlocking Generative AI's Potential in the Sports Industry	<b>Diana Cordeiro &amp; Humberto Farias</b> , <i>FanHero</i>
	<b>DATA ANALYTICS</b>	How to Optimize Data for Strategy Across an Organization	<b>Nicole Pike</b> , <i>YouGov</i>
	<b>BUSINESS DEVELOPMENT</b>	From Vendor to Partner	<b>Brian Garie</b> , <i>Harris Blitzer Sports &amp; Entertainment (NJ Devils)</i>
3:30 pm	<b>AFTERNOON SNACK BREAK</b>		
	Presented by: 		(Provided at Westin Copley Place)
4:00 pm	<b>AFTERNOON SESSION STARTS - Announcing the 2025 Case Cup Winners &amp; Project Possible Award Winner</b>		
4:30 pm	<b>Afternoon Super Panel "GAME ON? THE FUTURE OF SPORTS MEDIA"</b>		<b>PANELISTS:</b> Cosmina Schulman, <i>NESN</i> ; Lee Burke, <i>LHB Sports &amp; Entertainment Media</i>
5:45 pm	<b>OPENING NIGHT IN THE TRADESHOW</b>		
7:00 pm	<b>WOMEN SPORTS LEADERS RECEPTION</b>		



**BRITTANY ALEXANDER**  
Executive Assistant  
*Monumental Sports & Entertainment*



**ROB CRAIN**  
Sr. Director, Corporate Partnerships  
*Boston Celtics*



**KRISTI SIMMONS**  
Senior Account Manager, Partnership Marketing  
*Sporting KC*



**EVAN DAVIS**  
Gaming & Sports Practice Lead  
*Royer Cooper Cohen Braunfeld LLC*



**CARRIE CAMPBELL**  
Sr. VP, Fenway Park Events  
*Boston Red Sox*



**RISHI LAL**  
VP, Global Partnership Development  
*BSE Global*



**JEFF MORANDER**  
CEO  
*ALSD*



**ALEX WESLEY**  
Marketing Director  
*USTA New England*



**NICOLE PIKE**  
Global Head of YouGov Sport  
*YouGov*



**PAIGE FARRAGUT**  
EVP, Partnerships  
*Victory Live*



**TRAVIS MISNER**  
Director, Team Partnerships & Strategy  
*Playfly Sports*



**KATIE FOGLIA**  
Sr. Director, Brand Strategy & Innovation  
*Columbus Crew*



**GREG BOBOLO**  
Global Chief Revenue Officer  
*Tradable Bits*



**TONI WILL**  
General Manager  
*Kalamazoo Wings*




**RICH GOTHAM**  
President  
*Boston Celtics*

BREAKOUT BLOCK 3

Time	PROGRAM (All Events at Westin Copley Place)	SPEAKERS
9:00 am	<b>SPORTS GAMING</b> The Unlocked Potential of Sports Betting Partnerships	<b>Evan Davis</b> , <i>Royer Cooper Cohen Braunfeld</i>
	<b>SPONSORSHIP</b> Top 10 Innovative Partnership Platforms for 2025 - Ten Unique Platforms You Can Take Back to Your Organization	<b>Brett Baur</b> , <i>Canucks Sports &amp; Entertainment</i> , <b>Travis Misner</b> , <i>Playfly Sports</i>
	<b>DEI</b> 365 Platforms that Empower: Working with Sponsors to Expand Diversity Initiatives Beyond Just a Theme Night	<b>Will Eidam</b> , <i>Detroit Pistons</i>
	<b>SR. MANAGEMENT</b> Using What You Have - Closing Deals Against All Odds	<b>Phil Andrews</b> , <i>USA Fencing</i>
	<b>TICKET SALES</b> How to Play Nice with Marketing	<b>Tom Hoof</b> , <i>Magic Makers</i> , <b>Jeff Morander</b> , <i>ALSD</i>
	<b>WILD CARD</b> The Six Best Ideas You Should Be Doing Now! (SAMMY Finalist Presentations)	<b>Ron Seaver</b> , <i>National Sports Forum</i>
	<b>BUSINESS DEVELOPMENT</b> Taking Pro Sports Teams to International Markets	<b>Gina Scott</b> , <i>NFLPA</i>
	<b>PARTNERSHIP ACTIVATION</b> Partnering for Impact: A Case Study in Leveraging Partnerships for Program Growth	<b>Alex Wesley</b> , <i>US Tennis Association of New England</i>

10:00 am **COFFEE BREAK** (Provided at Westin Copley Place)

10:30 am **OPENING REMARKS**

10:45 am Super Panel: "SHOW ME THE MONEY: Maximizing Your Space to Grow New Revenues" Presented by:  **ADVENT**  
**MODERATOR: John Roberson**, *Advent*  
**PANELISTS: Mino Solomon**, *Inter Miami FC*; **Carrie Campbell**, *Fenway Park Events*, **Julianna Barbieri**, *International Tennis Hall of Fame*



BREAKOUT BLOCK 4

11:50 am	<b>CUSTOMER SERVICE &amp; RETENTION</b> Live Events & the Intersection of Revenue vs Fan Experience	<b>Trevor Purvis</b> , <i>Huston Astros</i>
	<b>TICKET SALES</b> You Win With People - How to Train and Monitor the Next Wave of Sales Professionals	<b>Sebastian Rivas</b> , <i>LA Dodgers</i>
	<b>MARKETING</b> Leveraging Storytelling to Drive Fan Engagement and Boost Sponsorship Value	<b>Danielle Clark</b> , <i>Influence Builder</i>
	<b>SPONSORSHIP</b>	<b>Kensha Grand</b> , <i>BSE Global</i>

12:45 pm **LUNCH IN THE TRADE SHOW** (Provided at Westin Copley Place)

2:30 pm Closing Super Panel: "From the Sidelines to the Spotlight: The Rise of Women's Professional Sports"  
**MODERATOR: Katie Foglia**, *Columbus Crew*  
**PANELISTS: Amy Scheer**, *PWHL*, **Jen Rizzotti**, *Connecticut Sun*

3:30 pm **BUDWEISER BEER WAGON** (Provided at Westin Copley Place)

4:30 pm **BUDWEISER GALA** at Gillette Stadium, home of  Presented by: 



<b>JARED KOZINN</b> VP of Corporate Partnerships, Premium & Events <i>Pittsburgh Pirates</i>	<b>GLEN THORNBOROUGH</b> President/COO <i>TD Garden/ Boston Bruins</i>	<b>GINA SCOTT</b> VP, Partner Services <i>NFLPA</i>	<b>BRIAN GARIE</b> Director, Corporate Partnerships <i>Harris Blitzer Sports &amp; Entertainment</i>	<b>DIANA CORDEIRO</b> Senior Global Marketing <i>FanHero</i>	<b>CURTIS WALKER</b> Vice President <i>TurnkeyZRG</i>	<b>JOHN ROBERSON</b> CEO <i>ADVENT</i>	<b>JESSICA GELMAN</b> CEO <i>Kraft Analytics Group</i>	<b>JOHN DAVIS</b> Chief Operating Officer <i>Wheeling Nailers</i>	<b>ZACK TSAMISIS</b> Manager, Sales <i>Madison Square Garden</i>	<b>HALEY JURICK</b> Director, Client Development <i>rEvolution</i>	<b>CHANELLE REYNOLDS</b> Diversity, Equity & Inclusion <i>Washington Commanders</i>	<b>LAURA HUMPHREYS</b> Sr. Manager, Marketing & Activation <i>Baltimore Ravens</i>	<b>ERIC STISSER</b> VP, Corporate Sponsorships <i>St. Louis Blues</i>	<b>JULIANNA BARBIERI</b> SVP Content & Partnerships <i>International Tennis Hall of Fame</i>
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# SUNDAY WORKSHOPS

## Best Practices & Idea Sharing

Time	SUNDAY WORKSHOP	WORKSHOP DESCRIPTION	
8:00 am	<b>BDSE (BUSINESS OF DIVERSITY IN SPORTS &amp; ENTERTAINMENT) WORKSHOP</b>	This special interactive program is reserved for the BDSE cohort. The session will focus on networking, leadership and career development centered around increasing diversity within the leadership ranks of the sports industry.	Private Workshop
9:00 am	<b>RETENTION &amp; CUSTOMER SERVICE WORKSHOP</b>	Service and retention professionals share best practices, brainstorm new ideas, and hear from vendors that are helping teams succeed. Topics will include staffing, season ticket holder benefits, rookie account strategy, tracking at-risk accounts, renewal timelines, and winning back past customers.	Open to All
	<b>SALES LEADERSHIP ROUNDTABLE</b>	The Sales Leadership Roundtable brings together sales leaders across the country. The roundtable is structured to bring a diverse group of league professionals together for open and candid conversations on the challenges faced by sports business teams.	Open to All
	<b>PRIVATE EVENT &amp; NON-GAMEDAY REVENUE</b>	This workshop seeks to bring together ALL sports business professionals involved in both game day and non-game day events for an afternoon dedicated to idea sharing and networking. More specifically, the NTR Workshop will cover a range of topics such as event planning fundamentals, current trends, utilization of AV, marketing and promotion, risk management, and post-event evaluation.	Open to All
12:00 PM	<b>GETTING THE MOST OUT OF THE TRADE SHOW</b>	RECOMMENDED FOR EXHIBITORS. Learn how to maximize your opportunities at the NSF to grow your business. This workshop will provide actionable strategies on how to get the most of the tradeshow. Whether it's building meaningful relationships, identifying new partnerships, or leveraging client introductions, you'll gain practical tools to make the most of your NSF experience.	Open to All
	<b>SOCCER (MLS, NWSL, USL) WORKSHOP</b>	Join industry professionals across MLS, NWSL, USL and other soccer organizations to discuss various strategies to growing the beautiful game in North America. Topics could include: marketing, branding, social/digital media, sponsorship sales and activation, ticketing and more! This private workshop (open to attendees working for soccer Clubs only) will provide attendees with an opportunity to share ideas and learnings with others to spark ideas and new strategies to bring back to their respective organizations.	Private Workshop
	<b>MLB WORKSHOP</b>	A candid round table discussion with MLB executives on ticket sales, services and marketing. Come be a part of the camaraderie, ask the tough questions, get better insight and take it all back to your respective clubs.	Private Workshop
	<b>NBA WORKSHOP</b>	Join fellow NBA executives to discuss key strategies and best practices for elevating the basketball industry, including fan engagement opportunities, digital marketing techniques, sponsorships, media partnerships, and much more.	Private Workshop
	<b>NFL WORKSHOP</b>	Connect with fellow NFL executives in a private idea-sharing session highlighting marketing and ticketing strategies, sponsorship opportunities, as well as suite sales initiatives.	Private Workshop
	<b>NHL WORKSHOP</b>	A unique opportunity for NHL executives to come together for an open discussion, exploring best business practices in areas such as virtual sales strategies, renewal incentives, RSN relationships, jersey patches, and much more within the hockey industry.	Private Workshop
2:30 pm	<b>AFTERNOON SNACK (Provided at Westin Copley Place)</b>		
3:00 pm	<b>TICKET SALES &amp; STRATEGY WORKSHOP (Includes Tech Tank)</b>	We're bringing together top executives to discuss their best tips and strategies to boost revenue. This is a great opportunity to explore some of the latest trends to increase revenue for your team or organization.	Open to All
	<b>CORPORATE PARTNERSHIPS &amp; BRAND ACTIVATION WORKSHOP (Includes Tech Tank)</b>	Connect with fellow executives in this idea-sharing session on how to generate revenue-streams, drive consumer reaction to your brand, and maximize your corporate partnerships.	Open to All
	<b>MARKETING &amp; FAN ENGAGEMENT WORKSHOP (Includes Tech Tank)</b>	Learn and discuss some great marketing strategies and learn innovative ways to enhance in-venue experience in this idea-sharing session aimed to help you take fan engagement to new heights.	Open to All
	<b>INNOVATION LAB (Includes Tech Tank)</b>	Join the Innovation Lab for an open discussion unearthing and accurately assessing the best ideas and programs in the marketplace that will attract local, national, and international brands.	Open to All
	<b>BUSINESS INTELLIGENCE &amp; DATA ANALYTICS</b>	Whether or not you're in your organization's Business Intelligence vertical, this is a workshop for anyone trying to make more data-driven decisions! Join as industry professionals who work closely with the Corporate Partnership and Ticketing departments discuss best practices and tackle some of the biggest issues causing a disconnect between BI and the other departments. No advanced degree in statistics is required!	Open to All
	<b>BRANDS ONLY WORKSHOP</b>	Back for year two, this workshop will allow you to exchange ideas, explore collaborations, and build valuable relationships with other brands in a private setting	Private Workshop



## REGISTER FOR THE 2025 NSF



**Singles**  
(1-2 Badges)

**Triple Play**  
(3-6 Badges)

**Starting Line Up**  
(7-9 Badges)

**The Team**  
(10+ Badges)

**\$1,895**  
per badge

**\$1,305**  
per badge\*

**\$1,145**  
per badge\*

**\$895**  
per badge\*

**Prices valid starting January 16th - Walk Up**

*\*Must be from the same organization to take advantage of group pricing*

Register now for the 2025 National Sports Forum at \$1,695 per badge OR take advantage of our Group Pricing!

*For more information, contact Ailish Hutchings  
at 619-469-4101 | [ailish@sports-forum.com](mailto:ailish@sports-forum.com)*

## BEHIND THE SCENES TOURS



This year, the **2025 Budweiser Gala** will be held on Tuesday night at Gillette Stadium directly following the final Super Panel of the conference on February 25th. Home to the 6 time Super Bowl Champions, New England Patriots, attendees will get a chance to experience a behind-the-scenes tour of the stadium and our final award presentation to close out the Forum!



Fenway Park, home of the Boston Red Sox, will be the official host of the **Sunday Night Welcome Reception**, February 23rd! Attendees will have the opportunity for a behind-the-scenes tour of the stadium followed by a reception with appetizers and drinks, and a night of networking to welcome everyone to the 29th annual National Sports Forum!

## ADDITIONAL PROGRAMMING



The **2025 NSF SAMMY Award (Sales, Advertising, Marketing, Management, Idea of the Year)** finalists will highlight six revenue-generating ideas that showcase tremendous results in the sports industry. The six NSF SAMMY finalists will present their idea's, actions, and results to the 2025 NSF Attendees, who determine the winner. Join us to decide who will win the prestigious honors this year during the SAMMY Breakout session on Tuesday, February 25th, 9:00 am EST.



The 18th annual **Case Cup Competition** will be held at the 2025 National Sports Forum. Twelve of the nation's top MBA and Sports Masters programs will compete in a 24-hour multi-disciplinary competition to see who has what it takes to take home the cup! Join us Sunday, February 23rd to watch the sports industry's rising stars showcase their skills obtained from their program and compete to be named the 2025 Case Cup winner!

### The 2025 Case Cup Contestants:



Thirty-two (32) of the top up-and-coming diverse sports professionals, representing many of the major organizations in the industry, will be awarded scholarships for the **12th annual NSF Business of Diversity in Sports and Entertainment program.**

Chaired by a seven-person committee, this inclusive program will focus on leadership and career development centered around increasing diversity within the leadership ranks of the industry. Each BDSE award recipient will attend the BDSE program Saturday and Sunday and the full conference following that Monday and Tuesday.



The 2025 NSF **Project Possible Award** celebrates an individual in the sports and entertainment industry who goes above and beyond to better their community and leave a positive impact on others.

Individuals are nominated by colleagues in the sports industry and the recipient is hand selected by the NSF Steering Committee and Project Possible Award Selection Committee. The recipient will be awarded the Project Possible Award at the 2025 National Sports Forum in Boston, MA.





**DAVID BROWN**  
EVP  
*idegy*

SC Member Since: 2003



**TOM SHERIDAN**  
Co- Founder  
*SportsBizBuilders*

SC Member Since: 2010



**ERIC STISSER**  
VP, Corporate Partnerships  
*St. Louis Blues*

SC Member Since: 2015



**LISA WOODWARD**  
Director, Sponsorships  
*Anheuser-Busch*

SC Member Since: 2016



**JOHN DAVIS**  
Chief Operating Officer  
*Wheeling Nailers*

SC Member Since: 2018



**PAIGE FARRAGUT**  
EVP, Partnerships  
*Victory Live*

SC Member Since: 2019



**BRIAN RICHESON**  
EVP, Business Development  
*Attend*

SC Member Since: 2019



**RON CONTORNO**  
President  
*Full House Solutions*

SC Member Since: 2020



**BRETT BAUR**  
VP, Partnership Sales  
& Marketing  
*Canucks Sports & Entertainment*

SC Member Since: 2021



**WILL EIDAM**  
Director, Partnership Analytics  
*Detroit Pistons*

SC Member Since: 2022



**KATIE FOGLIA**  
Sr. Director, Brand Strategy  
& Innovation  
*Columbus Crew*

SC Member Since: 2022



**JARED KOZINN**  
VP Corporate Partnerships,  
Premium & Events  
*Pittsburgh Pirates*

SC Member Since: 2022



**SEAN O'HARA**  
VP, Partnerships  
*Elevate*

SC Member Since: 2022



**ADAM NUSE**  
Chief Revenue Officer  
*Tennessee Titans*

SC Member Since: 2023



**BRIAN JEMISON**  
Sr. Director,  
Membership Services  
*Detroit Tigers*

SC Member Since: 2023



**DOUG HOLTZMAN**  
SVP, Sports  
*SportsDigita*

SC Member Since: 2024



**RISHI LAL**  
VP Global Partnership  
Development  
*BSE Global*

SC Member Since: 2024



**MARC TIMSON**  
EVP, Strategic Partnerships  
*MoZeus*

SC Member Since: 2024



**TOM HOOF**  
*Magic Makers Group*

SC Member Since: 2024



**TONI WILL**  
General Manager  
*Kalamazoo Wings*

SC Member Since: 2024



**CURTIS WALKER**  
Vice President  
*TurnkeyZRG*

SC Member Since: 2025



**HALEY JURICK**  
Director, Client Development  
*rEvolution*

SC Member Since: 2025



**HEATHER RABURN**  
Director, Partnership Marketing  
*Ripken Baseball*

SC Member Since: 2025



**KRISTI SIMMONS**  
Sr. Account Manager,  
Partnership Marketing  
*Sporting KC*

SC Member Since: 2025

# 2025 STEERING COMMITTEE

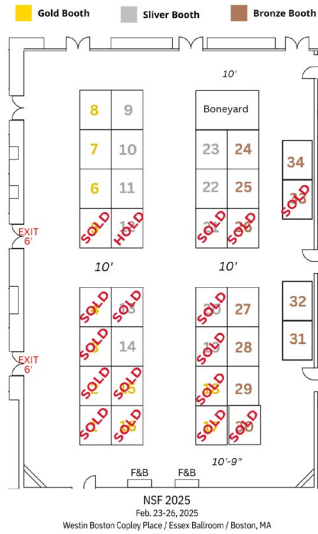


# 2025 NSF TRADE SHOW & SPONSOR VILLAGE

## EXHIBIT AT THE 2025 NSF TRADE SHOW

*SPACE IS LIMITED... REGISTER NOW!*

### 2025 NSF TRADE SHOW MAP



- Gain access to hundreds of sports business decision-makers
- Show off your products and services
- Network and build relationships with executives in all areas of the sports industry
- All booths include 2 All-Access Attendee Badges to the 2025 NSF

*\*Exclusivity not available for NSF Exhibitors*

**GOLD BOOTH - \$5,095**

**SILVER BOOTH - \$4,595**

**BRONZE BOOTH - \$4,095**

For more information contact our Business Development team at [sales@sports-forum.com](mailto:sales@sports-forum.com)

## NSF TECH TANK

The NSF Tech Tank is designed to expose innovative companies to teams, sports properties, and agencies. Tech Tank will be held on Sunday, February 23rd during the Discipline Workshops and will consist of four "flights" centered on specific new technological trends in the sports industry:

### Corporate Partnership & Brand Activation

In this flight, we look to uncover new technologies that can be adding value to existing corporate partnerships, as well as technologies that could be introducing new revenue streams for sports properties.

### Ticket Sales & Strategy

This flight aims to showcase innovative companies in the ticketing space and will focus on new and unique ways for sports properties to increase their ticketing revenues, drive season ticket renewals, maximize inside sales operations & more.

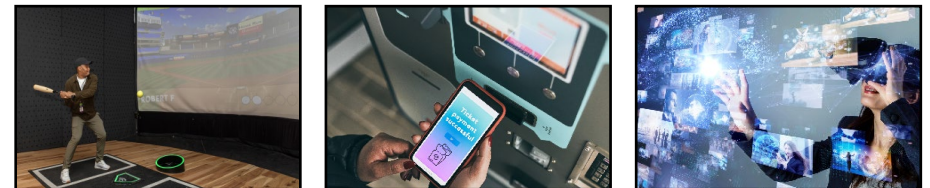
### Marketing & Fan Engagement

The Marketing & Fan Engagement flight aims to showcase innovative companies assisting sports organizations in creating the next level of engagement with their fans inside the venue and out.

### Innovation

This flight aims to highlight companies that are on the cutting edge of the technological frontier. Whether it's a new technology entirely, or something that helps increase day-to-day efficiency, this session showcases options that fall under any of the 5 NSF pillars.

*Limited Spots Available. Secure your space before it's too late!*

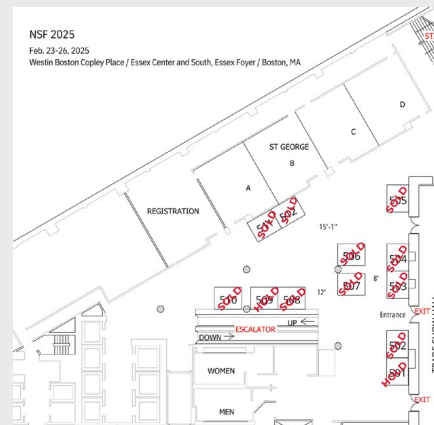


For more information or to participate in the NSF Tech Tank contact [sales@sports-forum.com](mailto:sales@sports-forum.com)

## LEARN MORE ABOUT SPONSORSHIP OPPORTUNITIES FOR THE 2025 NATIONAL SPORTS FORUM

As a sponsor, you'll have the opportunity to gain exposure to hundreds of influential executives in the sports industry in a dynamic, interactive setting. This is a unique way to generate new relationships and GROW your business in the industry.

FOR MORE INFORMATION CONTACT NSF Business Development Team [sales@sports-forum.com](mailto:sales@sports-forum.com)



### 2025 NSF SPONSOR VILLAGE MAP



# THANK YOU TO OUR 2025 SPONSORS & PARTNERS

## OFFICIAL SPONSORS



## STRATEGIC PARTNERS



## ACCOMMODATIONS

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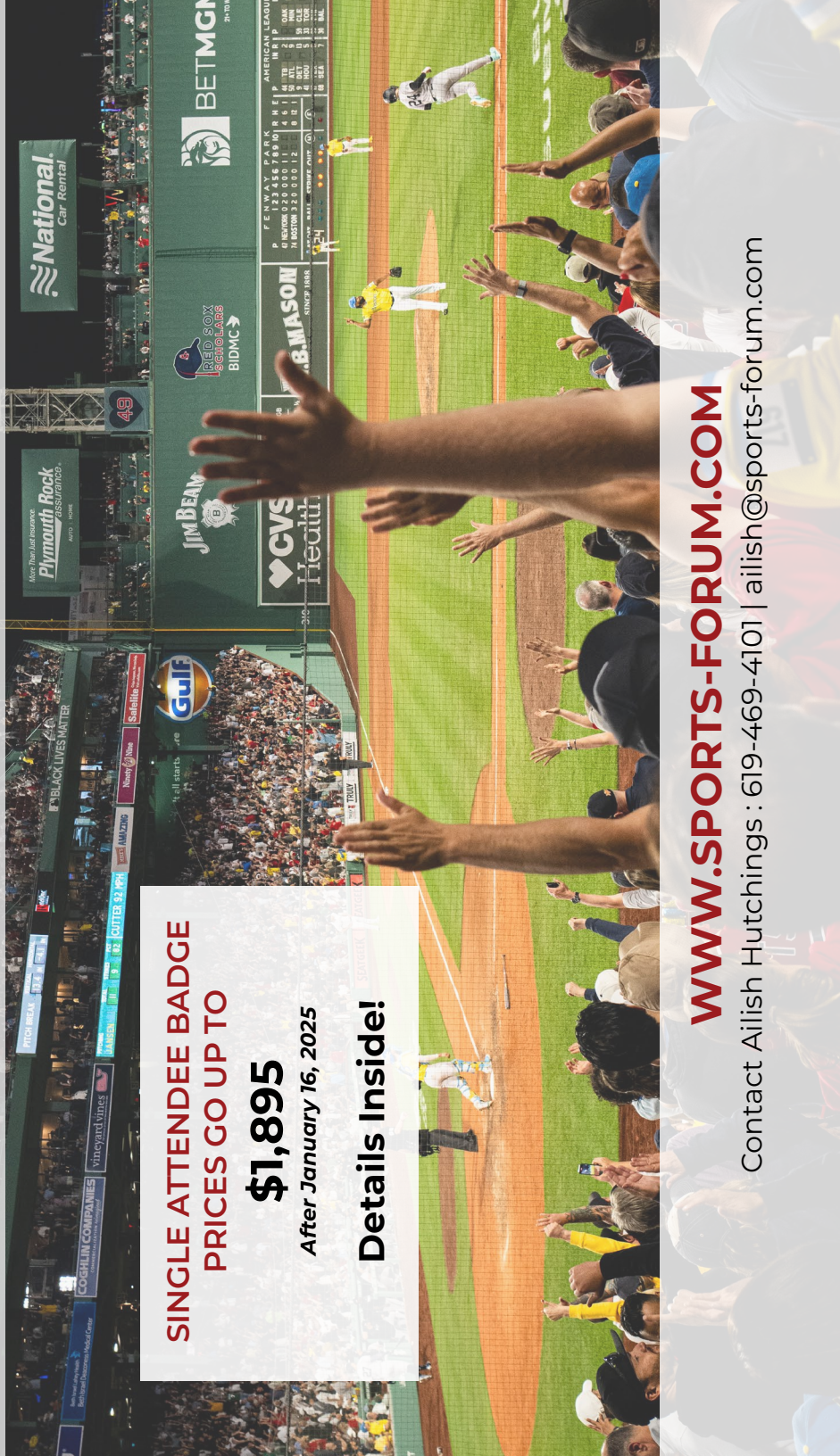
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