



GENERAL SESSION 5
WEDNESDAY DECEMBER 7, 2011
2:00PM-3:15PM
“INSIGHT INTO SPONSORSHIP”
RON SEAVER, SEAVER MARKETING GROUP

Ron Seaver Bio:

Ron Seaver, President of **Seaver Marketing Group**, Founder of the **National Sports Forum** and author of **“Brought to you By...” – the Ultimate Sponsorship Sales System** brings with him over twenty-five years of experience in the field of sponsorship and marketing. His specialty has been most notably in the field of sports – having worked on the team level, (eight years as **Director of Sponsorships & Promotions** for the **San Diego Padres**), followed by three years as **Vice President** of **Fantastic Sports Promotions**, a San Diego-based sports marketing, travel and merchandise company prior to launching his own company in January of 1994.

In many ways, **Seaver Marketing Group** is more like *two* companies - with one half focused on working, coaching and consulting with companies on how to incorporate sponsorship into their respective businesses, and the other half dedicated to sports marketing and promotions.

In the “world of sports”, in addition to his efforts over the years of putting promotional sponsorship programs together for corporations such as: **Gillette, Evian Waters of France, Ralston-Purina, Denny’s Restaurants** and **Upper Deck Trading Cards**, Seaver branched out in 1996 with the launching of **The National Sports Forum**.

The National Sports Forum is an annual gathering of the top team and event marketing, sales, sponsorship, promotions and fan entertainment executives from across the fields of **Major League Baseball, the NFL, NBA, NHL, Auto Racing, Horse Racing** and **Major League Soccer** for the purpose of learning, networking and idea sharing. Now heading into its seventeenth (17th) year, **The National Sports Forum** has grown to become the largest sales and marketing conference of its type in North America.

From this, **The National Sports Forum** has spawned such separate “umbrella” programs as: **The NSF Inner Circle, The NSF ADchievement Awards, “Selling It...”, The NSF Case Cup Competition, The NSF Executive Retreat** and the **NSF SAMMY Awards**.

In November, 2009 – Seaver released **“Brought to you By...”** the all-inclusive sponsorship sales system that teaches owners &/operators of Associations, Meetings, Conferences, Seminars – as well as Professional Speakers, Writers ...Bloggers – people with *herds*... how to attract corporate/business sponsorships to their events and publications. This summer (August, 2011), Seaver’s first book, **“Brought to you By...”** will be released by **Advantage Media Group**.

A Bachelor of Science graduate from the **Newhouse School of Public Communications** at Syracuse University, with a dual degree in TV-Radio and Advertising, Ron and his wife, Christy, have three boys and live in San Diego.