

Kevin Bartram

Curricula Vitae

Bartram Partnerships (2016-Current) – Kevin has positioned his practice to reflect the true essence of the work he conducts: developing mutually beneficial relationships. These *strategic partnerships* go beyond traditional sponsorships, driving business, social action and deep stakeholder engagement. Entire partner ecosystems are developed based on the work Kevin conducts to define and generate value for all involved.

Kevin's clients at launch of his new venture includes the **Super Bowl 50 Host Committee, Gender Leadership Group's Better Man Conference** (April 2016, San Francisco) and **PG&E** where he is managing relationships with the **SF Giants, Golden State Warriors, American Red Cross, Oakland A's and San Jose Earthquakes**. He continues to focus on sustainability related sponsorships and has launched a coaching service that will allow him to support more clients in need.

SVP, Sports and Sponsorships, George P. Johnson (2014/15) – Kevin started a sports practice for the 100-year-old experiential marketing agency, best known for producing major tech conferences (Salesforce Dreamforce, Cisco, Adobe, Workday, IBM) and auto show work for numerous brands (Toyota, Tesla, Chrysler, Nissan). Kevin led projects such as the Clio-Award-winning **Pepsi Fan Deck** and new **Bud Light Patio at Levi's Stadium** and consulted on numerous brand activation programs for clients such as **Nissan, Honda** and **Under Armour**. He also led the new creative campaign design for **AT&T Pebble Beach Pro-Am** and production of championship events for the **American Ultimate Disc League**.

Bartram Sponsorship Strategies (2001-current) - Kevin developed BSS, the premier independent sponsorship agency in Northern California, to help corporations and properties develop strategic, mutually beneficial partnerships. By leveraging existing and new assets and relationships, BSS helps clients generate significant returns from partnerships, sponsorships, events and cause actions.

Highlights

- **San Jose Grand Prix** – developed the event for client Canary Foundation and oversaw recruitment of dozens of partners for inaugural race in 2007
- **Pacific Gas & Electric Co** – develop and lead a wide range of partnerships generally built around sustainability and community engagement; has managed more than 50 sponsorships for PG&E over a nine year period.
- **San Francisco Giants** – working with PG&E and other partners, Kevin developed a series of greening actions that contributed greatly to AT&T Park becoming the greenest sports venue in the United States.
- **Golden Gate Bridge 75th Anniversary** – developed and implemented a partnership program that generated millions of dollars in cash and major media partnerships to fund and promote the globally viewed celebration.
- **Accelerating Sustainable Performance, Sonoma Raceway** – created the program and primary partnerships that drove the most innovative venue greening program in auto racing, helping the raceway obtain a major solar energy system and adopt innovative new sustainability platforms.
- **Partnership consulting and partner development** with NASA, National Geographic, the Esalen Institute, Walt Disney Family Museum, the Exploratorium, Another Planet Entertainment, America's Cup, City of San Francisco, Mill Valley Film Festival, Wells Fargo, Genentech, Salesforce, Pepsi and many more.

The Wilkinson Group (1995-2001) – Created and led this experiential and sponsorship marketing agency in its heyday, collaborating with agency owner David Wilkinson to develop some of the most innovative and impactful programs of that era.

Highlights

- **Pacific Bell Park** – developed naming rights package for one of the first big naming deals of the modern era of venue sponsorship, representing Pacific Bell in negotiations with the Giants
- **Save Mart Center, Fresno State** – created the program and drove negotiations with multiple partners to generate what was the largest collegiate naming deal for many years (\$40 million/20 years at a CSU school)
- **Cisco Systems Net Aid** – conceived of program and led aspects of development of global concert platform designed to drive awareness of UN hunger and poverty programs, in conjunction with Bono, Quincy Jones and dozens of major musical acts
- **Akamai Magic of Math** – a revolutionary math education sponsorship created for Akamai well before the need for STEM education support became prevalent
- **Brita Clean Water Initiatives** – a major greening program created prior to the popularization of such sponsorships; led program development and negotiation of deals with a diverse array of clean water and coastal organizations
- **Sacramento Capital Spirit** – created a city-wide municipal sponsorship program that leveraged assets from several civic properties to create value for sponsors with funding generated used to enhance parks and recreation
- **Wells Fargo Pavilion** – developed program and partnership that funded a new performing arts center in Sacramento; also led negotiation on naming of the Wells Fargo Center for the Arts in Santa Rosa, CA
- **Internet Home Alliance** – a precursor to the Internet of Things, this revolutionary group of brands came together to promote the now quaint “Internet Lifestyle”; led by Sears, Cisco, GM and Panasonic, Kevin developed other memberships and led marketing efforts.

Prior to The Wilkinson Group, Kevin worked in sports marketing and sponsorship sales including time at **Pier 39** in San Francisco, where he produced globally televised sailing events in the same location as 2014’s America’s Cup and managed numerous corporate partnerships.

Committed to community and family, Kevin is deeply involved in youth sports as a little league baseball manager, board member, fundraiser, videographer and mentor. A native of Sacramento, Kevin lives and works in Novato (Marin County) with his wife, daughter, and son who fill his life with joy and purpose.