

Michael R. Stewart

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- Excellent sales, event planning, operations and promotional skills.
 - Developed multi-level sponsorship packages for multiple properties.
 - Understand multiple goals and objectives of major event marketing.
 - Successful implementing multiple marketing plans and promotions.
 - Experience selling and servicing sponsorships of many levels.
 - Excellent Business Development and Project Management skills.
 - Possess an understanding of corporate marketing goals.
 - Team oriented manager that achieves results.
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Objective

Utilize my knowledge, vision, practical experience and dynamic background to help develop and lead the strategic marketing efforts of a successful sports & entertainment property.

Professional Experience

Champ Car World Series, Indianapolis, IN

2/06-1/07

West Coast Sales Director, Corporate Sponsorship: Worked as the point of contact between West Coast Event Promoters, Racing Teams, and the CCWS. Cultivate new contacts and business for the Series, Events and Teams through existing client/agency contacts, and prospecting. Developed relationships with western region event promoters and sponsorship sales staffs to develop regional integrated programs for targeted clients. Worked with potential partners to develop programs that meet their strategic marketing and financial goals using Event Assets, Team Assets and Series Media Inventory (Television and Online). Attended regional races to evaluate and consult promoter sponsorship programs and practices.

San Francisco Giants, San Francisco, CA

1/03-8/05

Account Executive, Corporate Sponsorship: Developed, implemented and evaluated marketing programs for corporate partners at SBC Park. Worked with corporate partners to develop programs that meet their strategic and financial goals and utilize inventory available to the Giants and SBC Park. Served as liaison between Corporate Marketing Department and Giants Enterprise events (Soccer, Football, Motorsports) to identify sponsor opportunities and insure fulfillment of our partner's marketing programs. Manage Spanish Radio fulfillment, and work with other departments to develop a more dynamic Hispanic Marketing advertising program. Sold and fulfilled \$60,000 & \$80,000 for Giants Enterprise events (Football, Soccer & Motor Sports) in 2004 & 2005. Sold and fulfilled \$750,000, 1,500,000 and 2,000,000 in sponsorships for the Giants in 2003, 2004 and 2005 respectively.

Fremont Coffee Roasting, Fremont, CA

4/02-12/03

Family Business, General Management: Revised structure of family business to increase community presence, staff efficiency, revenue streams, and budget consciousness. Designed marketing collateral and website to portray the new business structure. Developed and aggressively marketed Coffee Cart and Wholesale Coffee divisions to local businesses. Increased net revenue 20% over three months.

San Jose Sports Authority, San Jose, CA

6/98-4/02

Director of Programs and Events: Managed a 4-person staff to implement a variety of successful major events and programs in Santa Clara County. Served as the liaison between events and the City of San Jose at all stages of major event planning such as LOC development, community outreach, public relations, operational logistics, and hospitality. Developed budgets as well as marketing, public relations and political strategies with Executive Director. Sold all major sponsorships, and supervised sponsorship activities. Actively prospected and recruited potential events. Managed requests for financial support from community organizations. Served as a lead while working with local businesses and organizations in a committee format to produce events such as: NCAA West Regional Finals, NCAA College Cup, NCAA Women's Final Four, FIFA Women's World Cup, SJ Earthquakes Championship Celebration, and BASOC.

Director of Development: Solicited cash donations and in-kind contributions from corporations and individuals, ranging from \$500 to \$30,000. Maintained relationships with donors and sponsors. Organized and hosted donor/sponsor appreciation nights at various sporting events and special events. Developed and sold sponsorship packages for annual programs and events. Designed and maintain Sports Authority website using Adobe graphic design programs and general web page design concepts.

Director of San Jose Sports Hall of Fame: Managed and directed all aspects of the San Jose Sports Hall of Fame program and Induction Ceremony. Developed and monitored event budget of \$300,000. Oversaw Hall of Fame fundraising efforts. Organized and led board and committee meetings with Chairman. Produced and directed honoree videos and all aspects of awards ceremony attended by over 800 guests.

Event Coordinator: Served as a liaison for the City of San Jose and the Sports Authority for a variety of events including: NCAA Women's Final Four, Women's World Cup and the NCAA College Cup. Prepared athletes for community and media appearances. Coordinated operations, promoted events through the press, and initiated community involvement for events awarded to San Jose.

City of Palo Alto Recreation, Special Events, Palo Alto, CA **3/98-12/98**

Event Coordinator: Developed, sold and serviced sponsorships for recreational events and programs. Coordinated logistics and promotion for the City of Palo Alto's annual events. Assisted in the development of marketing and advertising strategies for events.

Golden State Warriors, Oakland, CA **9/97-3/98**

Account Representative: Assisted in the sales and service functions related to the start of the inaugural season at the New Oakland Arena. Renewed, upgraded and serviced existing accounts during transition into the New Arena. Presented New Arena to renewals and prospects at preview center and Arena special events. Sold season tickets, mini-plans, and group tickets to new prospects.

San Jose Clash/Major League Soccer, Santa Clara, CA **10/96-9/97**

Account Representative: Sold season tickets, mini-plans, and group tickets to the corporate and youth soccer markets. Provided customer service for upgrades and other ticket related inquiries. Developed promotions for corporations and youth soccer groups to increase ticket sales. Represented Clash/MLS marketing at special events to develop fan base and potential season ticket purchasers.

Internships

San Francisco Giants, KXTV/Channel 10, Metro Newspapers

Education

University of the Pacific, Stockton, CA

Bachelor of Arts, Sport Management

Minor in *Business*