

Customizing Sponsorship Assets to Maximize Marketer Return

Evan Greene

CMO The Recording Academy



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

About Evan Greene



- Chief Marketing Officer of The Recording Academy
- Leads team of brand strategy, advertising, marketing communications, analytics, and partnerships experts
- GRAMMYs yearly marketing-based revenue increased more than 800%
- Managed feature film brand integration at Walt Disney Pictures and marketing alliances at Sony Pictures Enter.
- Multiple honors for GRAMMY works include:
 - Cannes Lion
 - Clio & Grand Clio
 - Effie
 - Golden Marble

Topics for Discussion



- Are there differences from the sponsorship perspective with GRAMMYs held in different locations (e.g. New York vs. Los Angeles)?
- Mastercard has been a prominent participant in the GRAMMYs for a decade, what drives that level of commitment?
- How does this era of social media amplifying controversy impact brand sponsorship decisions?
- How do you manage the placement of the GRAMMYs relative to the calendar of other large events?
- How do you create deeply synergistic brand programs and relationships?

Thank-you!



Marketing Accountability Standards Board
of the Marketing Accountability Foundation