

# Spotlight Panel: Sports Sponsorship Iconic Events Generate Lasting Cultural Resonance



**Marketing Accountability Standards Board**  
of the Marketing Accountability Foundation

**February 2020**  
**New York**

# Our Panelists



**Dan  
Donnelly**



**Paul  
Wilson**



**Paul  
Bamundo**



**Paul  
Pednault**

# Thank-you!



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