

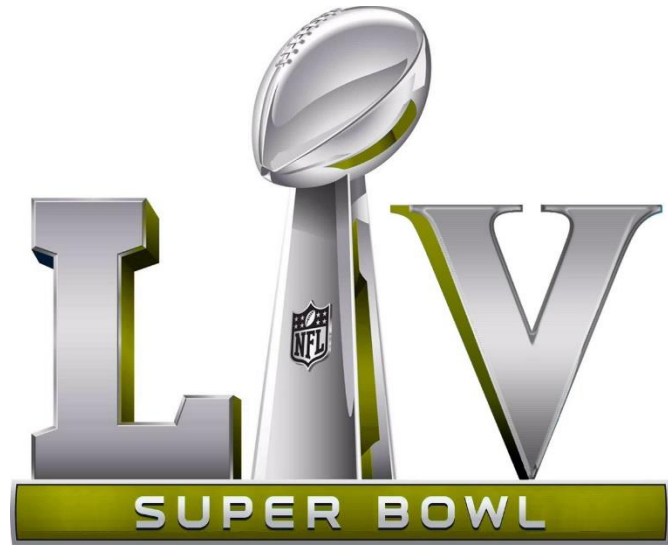
Session One of the MASB Board Meeting & 2021 Winter Summit

Sponsorship Panels



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

February 25, 2021



2021 Learning So Far – Super Bowl LV & Daytona 500



Norris Scott

- SVP at Futures Sport an Octagon Agency
- Former VP, Analytics and Insights at NASCAR
- Formerly at ESPN, the NFL, and ABC Sports, with a focus on sponsorship sales for NFL, College Football, and Triple Crown



Dan Donnelly

- SVP, Advertising Sales Marketing at FOX Sports
- Former EVP, Managing Director at Starcom MediaVest/Sports at SMG
- Former media lead for Budweiser



Ray Katz

- Co-Founder/COO, Collegiate Sports Management Group
- Adjunct Professor of Sports Business, Columbia University
- Leadership roles working for leagues (NFL), networks (The Football Network), teams (NY Knicks, NY Rangers) and agencies



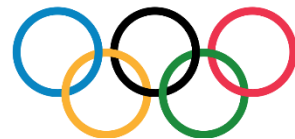
TOKYO 2020



TOKYO 2020
PARALYMPIC GAMES



BEIJING 2022



Endless Olympics 2021 to 2022 Plus Paralympics



Paul Wilson

- Senior Vice President Olympic Sales at NBCUniversal
- Former Director, NBC Sports Sales



Paul Bamundo

- SVP, Head of Business Development & Marketing Partnerships at Laurel Road
- Former CMO, Ivy League Sports Marketing
- Former Global Director of Sports Marketing & Strategic Partnerships at Subway