

Session Two of the MASB Board Meeting & 2021 Winter Summit

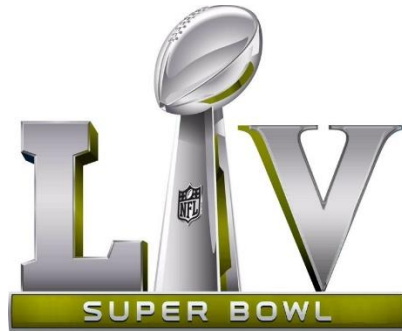
Sponsorship Spotlight Interview and Panel Discussion



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

April 8, 2021

Sponsorship Marketing Post Pandemic



Spotlight Interview



Ricardo Fort

- **Founder of Sport by Fort Consulting**
- **Former VP, Global Sports & Entertainment Partnerships Coca-Cola**
- **Former SVP, Global Brand, Product & Sponsorship Marketing Visa**
- **Led sponsorship initiatives with Olympics, Paralympics, Special Olympics, FIFA, UEFA, McLaren F1 team, NFL, record labels, movie studios, gaming industry, and hundreds of athletes**

Panel Discussion



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Paul Pednault

- Founder and President of SPONSORIUM International
- Developed PerformMind, Sponsé, and CriteriaPro programs dedicated to the improvement of the sponsorship industry
- General Manager at International Guild of Sponsors
- Author of *The Story of ROO, A Passionate Yet Scientific Journey to Return on Objectives*

Thank-you!



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