

DATE: 11/13/13

TO: City Clerk

FROM: Mayor Oscar Leeser

ADDRESS: 300 N. Campbell, 2<sup>nd</sup> Floor TELEPHONE 541-4145

Please place the following item on the (Check one): CONSENT XXX REGULAR \_\_\_\_\_

Agenda for the Council Meeting of November 19, 2013

Appointment of James L. Pritchard to the Greater El Paso Civic, Convention and Tourism

Item should read as follows: Advisory Board by Mayor Oscar Leeser

**BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM**

NAME OF BOARD/COMMITTEE/COMMISSION: Greater El Paso Civic, Convention and Tourism Advisory Board

NOMINATED BY: Oscar Leeser DISTRICT: Mayor

NAME OF APPOINTEE James L. Pritchard  
(Please verify correct spelling of name)

E-MAIL ADDRESS: jpritchard@sunbowl.org

BUSINESS ADDRESS: 428 Millstone Ct.

CITY: El Paso ST: TX ZIP: 79932 PHONE: 915-533-4416

HOME ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY? YES: \_\_\_\_\_ NO X

IF SO, PLEASE PROVIDE HIS OR HER NAME, CITY POSITION AND RELATIONSHIP TO THE PROPOSED APPOINTEE:

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: Laurie Paternoster

EXPIRATION DATE OF INCUMBENT: 09/04/2012

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: X  
RESIGNED \_\_\_\_\_  
REMOVED \_\_\_\_\_

DATE OF APPOINTMENT: 11/19/2013

TERM BEGINS ON : 09/04/2012

EXPIRATION DATE OF NEW APPOINTEE: 09/04/2014

PLEASE CHECK ONE OF THE FOLLOWING: 1<sup>st</sup> TERM: X  
2<sup>nd</sup> TERM: \_\_\_\_\_  
UNEXPIRED TERM: \_\_\_\_\_

# James L. Pritchard

428 Millstone Ct. • El Paso, TX. 79932

Work: (915) 533-4416 •

jpritchard@sunbowl.org

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## SUMMARY OF QUALIFICATIONS

- Over 13 years of experience in marketing and promotions at the intercollegiate level
- Eight years of experience working for a non-profit 501(c) 3 organization
- Recruitment of new sponsors and contract fulfillment of current sponsors
- Supervisor of marketing assistant's day-to-day activities
- Create and implement all of the Sun Bowl Association's marketing and advertising campaigns
- Superior communication and organization skills; work well with all levels of staff and management

## EXPERIENCE

*(May 05-Present) Sun Bowl Association*

### **Director of Marketing**

- Committee member of the Football Bowl Association's Marketing Subcommittee for Community Relations
- Supervisor of marketing assistant and marketing volunteers
- Recruitment of new sponsors and sponsorship revenue opportunities
- Sponsorship relations and contract fulfillment
- Sponsorship contract negotiations
- Creation of graphic design needs for the Sun Bowl Association to include promotional materials, event advertisements, event logos, sponsor ads and programs
- Liason between Sun Bowl Association and advertising firms about concepts, budgets and image of select Sun Bowl Association events
- Create all advertising schedules for outdoor, print, TV and radio commercial spots
- Assist in the creation of television and radio advertising
- Assist in the implementation of press conferences for events
- Oversee all Marketing budgets
- Coordinate pre-game, during game, and post game timeline and promotions for the Sun Bowl football game, Sun Bowl Basketball Tournament as well as the overall in-game and game day environment
- Coordinator, organize and overseer of pre-game corporate tailgate area for Sun Bowl football game, Charm camp for underprivileged girls and the Association's annual volunteer party
- Liaison for Alumni Associations of the participating universities in the annual Sun Bowl game
- IT support for all Sun Bowl staff member's general maintenance needs
- Liaison between computer server tech and Sun Bowl Association on all commuter related issues
- Coordinator of Sun Bowl Sun Court for all activities and appearances (05-12)
- Numerous public speaking engagements

*(July 03-May 05) University of Texas at El Paso Intercollegiate Athletics Marketing & Promotions*

### **Assistant Director for Marketing and Promotions**

- Supervisor of marketing and promotions assistants
- Recruitment of new sponsors and sponsorship revenue opportunities
- Sponsorship relations and contract fulfillment throughout the season
- Development and implementation of special events (Memorial Gym Madness, Men's Basketball NCAA Tournament celebration and the Orange and Blue Football Fiesta)
  - Contributing member of marketing staff that increased Men's Basketball attendance by 26% for the 2003-04 season, and brought in 1.2 million in sponsorship revenue after two losing seasons in Football and Men's Basketball

- Miner Vision production and scheduling for Football, Men's, and Women's Basketball games
- Scheduling and budgeting of Fun Zone activities for Football and Men's Basketball games
- Coordinate pre-game, during game, and post game promotions for Football, Men's and Women's Basketball as well as the overall in game and game day environment
- Graphic design for advertising sporting events, as well as all sponsorship signage in Sun Bowl Stadium and the Don Haskins Center
- Department spokesperson for all freshman orientations
- Athletic Department representative and spokesperson for all homecoming and University festivals
- Assist in the creation of television and radio commercials along with posters and schedule cards
- Scheduling of halftime entertainment for both Football and Men's Basketball

*(Jan. 02–July 03) University of Texas at El Paso Intercollegiate Athletics Marketing & Promotions*  
**Marketing and Promotions Coordinator**

- Sponsorship relations and contract fulfillment throughout the season
- Click Effects operator during all sporting events
- Graphic design for advertisement in the football and basketball game programs
- Supervisor of marketing assistants and volunteers
- Created and implemented telemarketing campaign for season ticket sales
- Department spokesperson for all freshman orientations

*(Aug. 01–Jan. 02) University of Texas at El Paso Intercollegiate Athletics Marketing & Promotions*  
**Marketing Assistant**

- Program development and implementation of the Zoo Crew, Fun Zone, and Miner Town
- Sponsorship relations and contract fulfillment throughout the season
- Key member of the Marketing department in all of its varsity sports

*(Aug. 00 – May 01) Washington State University Athletic Marketing and Promotions*  
**Marketing Assistant**

- *Baseball Coordinator* - Gained on-the-job experience involving marketing of Pac-10 Baseball, including coordinating all promotions and marketing for Men's Baseball during the 2001 season
- *Midnight Madness Coordinator* - Duties involved working with Men's and Women's Basketball coaches, event advertising, program operations, event management, and coordinating the event
- Assisted with photo shoot and design of Women's Volleyball poster and program

**COMPUTER SKILLS**

- In-depth knowledge of Microsoft Word, Excel, Power Point, Click Effects, iMac and IBM computers, Adobe PageMaker, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Premier Pro, Adobe Encore, Spencer Video Production Clipper, Click Effects Video Replay program, Acrobat Reader, Audacity Audio Editor, ACT, BCM, Social Media (*Facebook, Twitter*), Microsoft Outlook, Drop Box, Inbox Solutions.

**EDUCATION**

*(Aug. 97- Dec. 01) Washington State University, Pullman, Washington*

- Graduated from the College of Education with a Bachelor of Arts degree in Sport Management in December of 2001 (Focus of studies towards marketing and sport management)

**INTERESTS**

- Photography, architectural drawing, graphic design, intercollegiate athletics, and a member of Sigma Phi Epsilon fraternity (Washington Alpha Chapter)

**REFERENCES**

- Upon Request