

MEME HALFORD

BRAND PARTNERSHIPS & EXPERIENTIAL MARKETING PROFESSIONAL

Building Cultural Partnerships That Drive Business Growth, Brand Equity & Consumer Engagement

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PROFESSIONAL SNAPSHOT:

Strategic leader specializing in enterprise sponsorship and brand partnership architecture. Proven expertise in portfolio management, revenue generation, and cross-functional execution across entertainment, sports, and financial services sectors.

\$15M+
Annual Budgets Managed — Across all CNB enterprise partnerships

\$75M+
Contracted ROI — Generated at City National Bank through integrated portfolio management

\$7M+
Sponsorship Revenue — Delivered at The Recording Academy over 10-year tenure

\$1.3M+
Net New Business — Generated through luxury hospitality-led client acquisition

90%
Client Renewal Rate — Achieved across all enterprise partnerships

25+
Enterprise Partnerships — Managed simultaneously across sports, entertainment, culture

15,000+
Annual Hospitality Assets — Overseen across venues, events, activations

8-Person
Team Led — Cross-functional marketing team at Recording Academy



CAREER EVOLUTION: 15-YEAR JOURNEY IN STRATEGIC PARTNERSHIPS

2010-2020 | The Recording Academy

Senior Director, Brand Partnerships & Business Development

\$7M+ sponsorship revenue | Led 8-person team | Strategic entertainment partnerships (Bi-Yearly Promotions throughout tenure)

2021-2023 | Nestlé International Premium Waters

Experiential Marketing & Sponsorships Lead

Directed multi-brand sponsorships & campaigns (S.Pellegrino, Perrier, Acqua Panna) | Elevated premium brand presence

1

2

3

4

2011 | Special Event

NBA Lockout Bridge | Produced 'We Believe vs. Dubs' Charity Basketball Game

2023-2025 | City National Bank

Head of Corporate Sponsorships

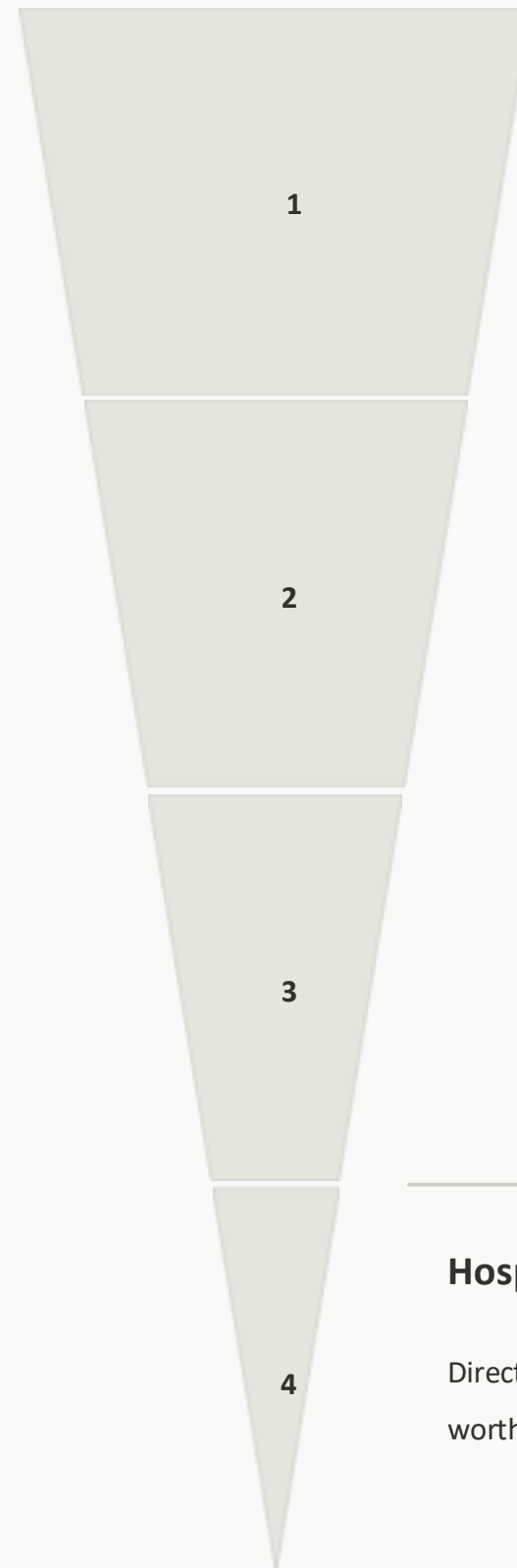
\$15M+ annual budgets | \$75M+ ROI generated | Premier partnerships portfolio leadership

WORK EXPERIENCE



CITY NATIONAL BANK | HEAD OF CORPORATE SPONSORSHIPS

FEBRUARY 2023- NOVEMBER 2025



Portfolio Management

Led enterprise sponsorships managing \$15M+ annual budget across 25+ premier partnerships.

Revenue Generation

Generated \$75M+ in contracted ROI through strategic optimization of sports, entertainment, and cultural investments.

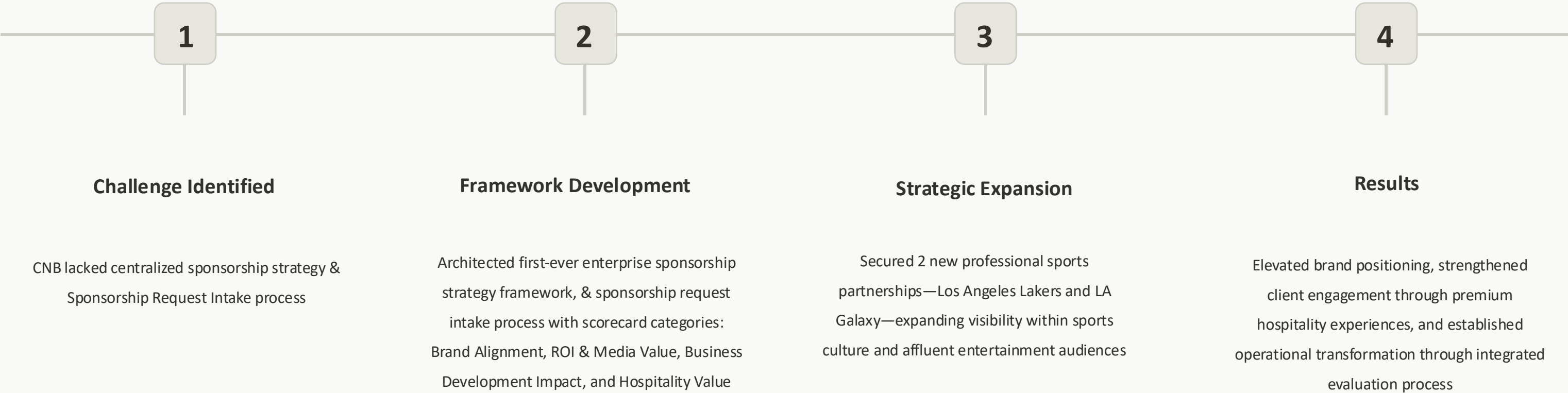
Team Leadership & Strategy

Managed cross-functional teams, mentored staff, and developed enterprise Entertainment & Sports sponsorship framework and sponsorship request intake processes.

Hospitality Excellence

Directed premium client experiences and white-glove hospitality programs serving high-net-worth banking clients with 15,000+ annual assets managed across premium venues & events.

CITY NATIONAL BANK | DEVELOPING AN ENTERPRISE SPORTS & ENTERTAINMENT STRATEGY



CITY NATIONAL BANK | HEAD OF CORPORATE SPONSORSHIPS

SPONSORSHIP PORTFOLIO: \$15M+ OVERALL INVESTMENT

Professional Sports Teams



Venue Properties



Cultural Events



Community, Media, Hospitality & Event Sponsorships



NESTLE IPW | EXPERIENTIAL MARKETING & SPONSORSHIPS LEAD

FEBRUARY 2021 - JANUARY 2023

Led entertainment sponsorships, experiential & integrated marketing strategies connecting International Premium Water brands with culture, entertainment, and lifestyle audiences.

- **Team Leadership**
 - Led cross-functional teams spanning Sponsorships, Brand, PR, Creative, Sales, agencies, and external partners.
 - Managed timelines, budgets, and campaign execution
- **Strategic Brand Alignment**
 - Identified, negotiated and managed entertainment, culture, and lifestyle sponsorships including major award shows, culinary, fashion and hospitality
- **Product Integration & Storytelling**
 - Executed product placement in Film & Television to authentically integrate brands into cultural conversations
- **Talent Relations**
 - Sourced and managed influencers, talent & creator partnerships
 - Leveraged creators to amplify campaign reach and authentic storytelling
 - Built social-first amplification strategies around entertainment, culinary and lifestyle moments



Nestlé

**INTERNATIONAL
PREMIUM WATERS**

THE RECORDING ACADEMY | SR. DIRECTOR PARTNERSHIPS & BUSINESS DEVELOPMENT

OCTOBER 2010 - AUGUST 2020

Leading Integrated Partnership Strategy For Music's Biggest Night®

Executive Summary: Led integrated sponsorship strategy and experiential execution across the entertainment industry's most influential music platform, delivering measurable revenue growth, global brand visibility, and culturally impactful activations.

\$7M+ Sponsorship Revenue Generated

Strategic partnership portfolio driving consistent revenue growth and business expansion

8-Person Team Leadership

Cross-functional team management spanning sponsorship, marketing, and experiential execution

Industry's Premier Music Properties

Exclusive access to the entertainment industry's most influential platform and cultural moments

Leadership Scope & Strategic Impact

Partnership & Event Management

- Mastercard, Delta Air Lines, Hilton
- Harman/JBL, Gucci, Apple, Google
- Annual Partner Summits

Strategic Responsibilities

- Partnership Revenue Strategy
- Brand Merchandising
- Brand integrations & talent relations
- VIP hospitality & experiential production

Business Layout

- Content creation & digital monetization
- Cross-functional team management
- Activation execution & measurement
- Revenue growth & partnership renewals

SIGNATURE PARTNERSHIPS & ACTIVATIONS

CITY NATIONAL BANK x TONY AWARDS — BROADWAY'S PREMIERE BANKING PARTNER

Business Objective: Position City National Bank as the preeminent banking partner within the Broadway and live theater ecosystem. Strengthen brand affinity among affluent entertainment audiences, high-net-worth clients, and business decision-makers.

Key Contractual Assets

- Premium hospitality experiences & VIP ticketing
- Red carpet access & talent access
- Content creation rights & social amplification
- Custom media integrations & on-site branding
- Client entertainment & executive networking

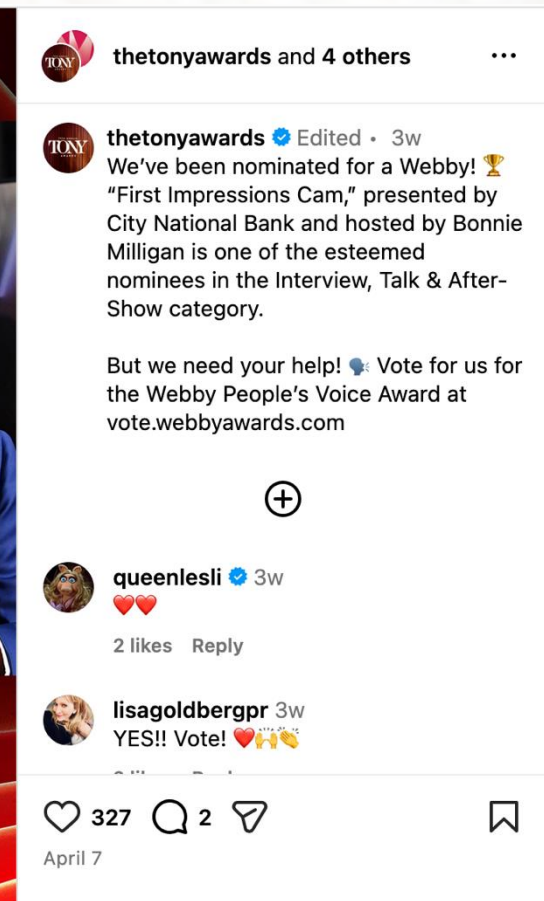
Signature Activation

"First Impressions Cam"

The official backstage media stop capturing authentic emotional reactions from Tony Award winners immediately after winning. Generated highly shareable, culturally resonant content distributed across Tony Awards and City National Bank digital channels.

Business Impact

- [2026 Webby Award Nomination](#)
- Elevated brand visibility across entertainment media
- High digital content engagement rates
- Premium client hospitality experiences
- Significant earned media & social amplification



CITY NATIONAL BANK x GRAMMY AWARDS — OFFICIAL BANK OF “MUSIC'S BIGGEST NIGHT”

Business Objective

Position City National Bank as the Official Bank of Music's Biggest Night. Reinforce CNB's leadership within entertainment banking. Drive awareness among music industry executives, creators, and affluent consumers worldwide.

Key Contractual Assets

- VIP hospitality & executive networking
- Premium ticketing & content creation rights
- Talent access & red carpet experiences
- Brand integrations & social/digital amplification
- Exclusive artist access & backstage experiences

Signature Activation — First Look Camera

An exclusive backstage media activation capturing artist arrivals, talent moments, and behind-the-scenes content during GRAMMY Week. Blended entertainment access with premium branded storytelling to drive digital engagement and amplify client experience value.



Business Impact

- Significant hospitality utilization by executives & C-suite clients
- Increased entertainment banking visibility & credibility
- High-performing digital & social content engagement
- Strong relationship development with music industry leaders
- Elevated perception of CNB as 'The Bank of Entertainment'

CITY NATIONAL BANK x THE ACTOR AWARDS — “OFFICIAL BANK OF SAG-AFTRA”

Business Objective

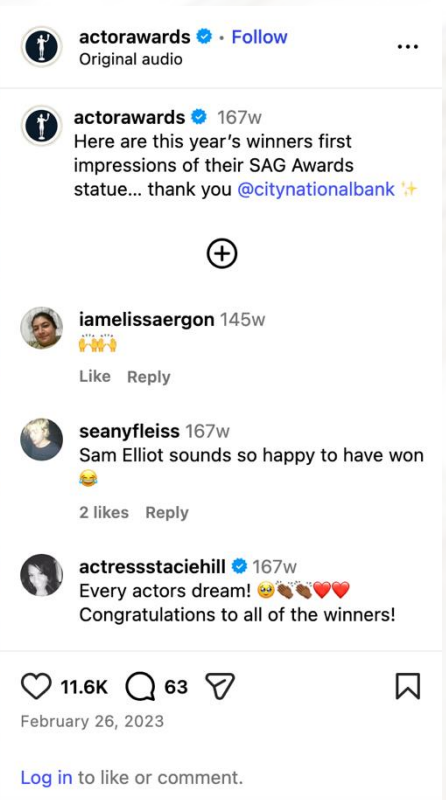
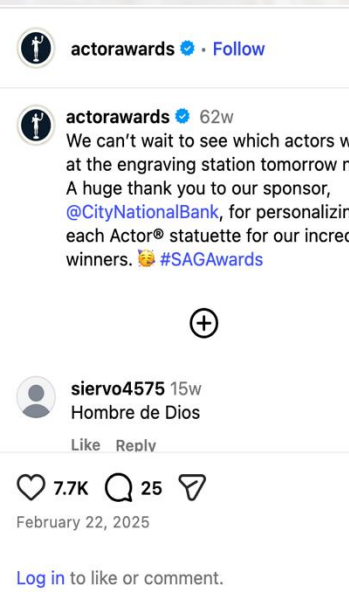
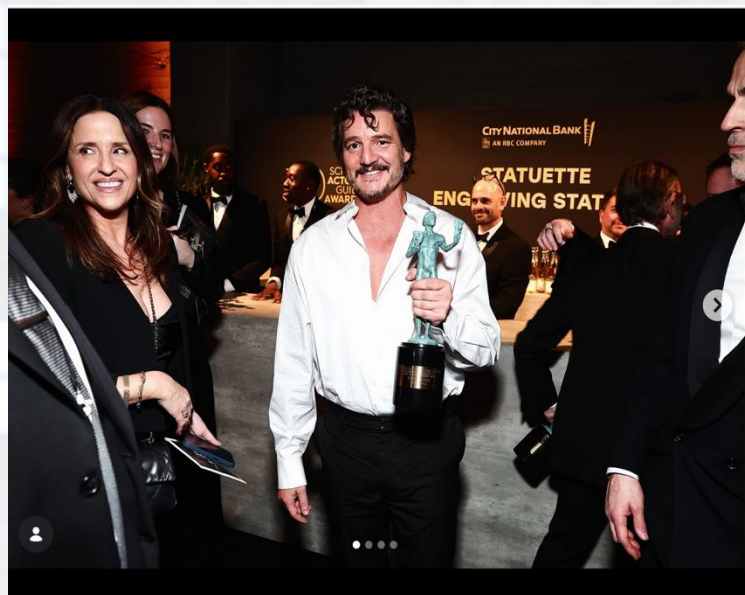
- Position City National Bank as a supporter of the Arts by aligning with Hollywood's premier property for recognizing working actors, writers, directors & producers
- Strengthen relationships with A-list entertainment industry leaders and high-value clients
- Enhance brand visibility through premium entertainment access

Key Contractual Assets

Premium Hospitality
VIP Seating & Backstage access and premium hospitality

Talent Access
Red carpet experiences and celebrity interactions

Content Creation
Social media amplification



SIGNATURE ACTIVATION — First Impressions Camera & Statuette Engraving Station

The first official media stop in the backstage press area where winning actors immediately arrived after their victory. Captured authentic emotional reactions and premium digital content for both the SAG Awards and City National Bank platforms.

Business Impact

Digital Engagement
Strong social media engagement from high-profile celebrity participation

Brand Positioning
Elevated status within entertainment culture and media landscape

Client Relationships
Increased engagement with entertainment industry leaders

Earned Media
Premium media exposure and content distribution opportunities

RECORDING ACADEMY X GUCCI — LUXURY INNOVATION

GRAMMY® GUCCI WATCHES: A LUXURY TIMEPIECE INFUSED WITH GRAMMIUM™

A Historical Milestone (GRAMMIUM™)

In a first-of-its-kind collaboration, authentic **GRAMMIUM™**, the material used to craft the iconic GRAMMY® statuette, was infused into the dial of this limited edition timepiece.

Limited Edition Exclusivity

Annual collections released during GRAMMY Week®, creating exceptional scarcity and collectability that resonates with music enthusiasts and discerning luxury consumers worldwide.

Global Campaign & Activation

A fully integrated campaign spanning GRAMMY® sponsorship, digital and social storytelling, premium events, retail displays, and immersive activations- bringing together music, culture, and luxury on a global stage.

VIP GRAMMY Week® Events

Exclusive intimate brunch featuring GRAMMY® nominated and winning artists with an unforgettable live performance creating memorable brand moments.

RECORDING ACADEMY X GUCCI — LUXURY INNOVATION

GRAMMY® GUCCI WATCHES: A LUXURY TIMEPIECE INFUSED WITH GRAMMIUM™



GUCCI
TIMEPIECES & JEWELRY

TIME IS MUSIC
IN ASSOCIATION WITH THE GRAMMY Awards®

We invite you to celebrate the unique partnership between Gucci Timepieces & Jewelry and The Recording Academy® with an exclusive musical presentation by

JANELLE MONAE

Saturday, January 25, 2014
11:00 am

The GRAMMY Museum®
800 West Olympic Boulevard
Los Angeles



please RSVP to
ggwj@us.gucci.com

SPECIAL MUSICAL PRESENTATION IN CLIVE DAVIS THEATER
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PROUDLY FOSTERING YOUNG MUSIC TALENT
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GUCCI
GUCCI GROUP WATCHES



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RECORDING ACADEMY X GUCCI — LUXURY INNOVATION

GRAMMY® GUCCI WATCHES: CAMPAIGN SUCCESS METRICS & PARTNERSHIP IMPACT

500K+

Units Sold

30M+

Impressions

95%

Brand Sentiment

8-Year

Partnership

MARKET EXPANSION

Successfully introduced new luxury timepiece segment to Gucci's portfolio

CONSUMER LOYALTY

Built dedicated fanbase among music enthusiasts and collectors

BRAND PRESTIGE & REVENUE GROWTH

Enhanced both brands' cultural relevance while generating 500K+ units sold and substantial shared revenue streams from 8-year partnership.



RECORDING ACADEMY — PARTNER SUMMITS

EXCLUSIVE LUXURY & EXECUTIVE RETREATS

Business Objective:

Strengthen relationships with GRAMMY sponsors and external partners. Created innovation opportunities for cross-collaboration. Deepened executive engagement and drive long-term sponsor loyalty.

Experience Elements

- Intimate acoustic performances by GRAMMY Nominated or Winning artists
- Luxury destination venues & five-star accommodations
- Celebrity chef curated dining experiences
- VIP gifting & exclusive merchandise access
- Executive networking & strategy sessions
- Creative brainstorming for future GRAMMY programs



Business Outcomes

- ✓ 90% Sponsor Renewal Rate
- ✓ Strengthened Long-Term Partner Relationships
- ✓ Increased Sponsor Satisfaction & Collaboration Opportunities
- ✓ Enhanced Partnership Lifetime Value

SPORTS PARTNERSHIPS — PROFESSIONAL SPORTS ECOSYSTEM (NBA, MLS, NHL)

Business Objective

Position City National Bank as the Official Banking Partner of premier professional sports franchises. Build integrated B2B and B2C relationships. Drive client engagement, VIP hospitality, and brand awareness. Expand visibility among affluent sports and entertainment audiences.

Team Properties



Los Angeles Lakers

NBA Premier Partnership



Los Angeles Galaxy

MLS Major League Partnership



Vegas Golden Knights

NHL Premier Partnership

Key Deal Assets & Activations

IN-ARENA PRESENCE

- In-arena branding & premium signage
- Suite & premium seating access
- Player meet-and-greet experiences

CLIENT ENTERTAINMENT

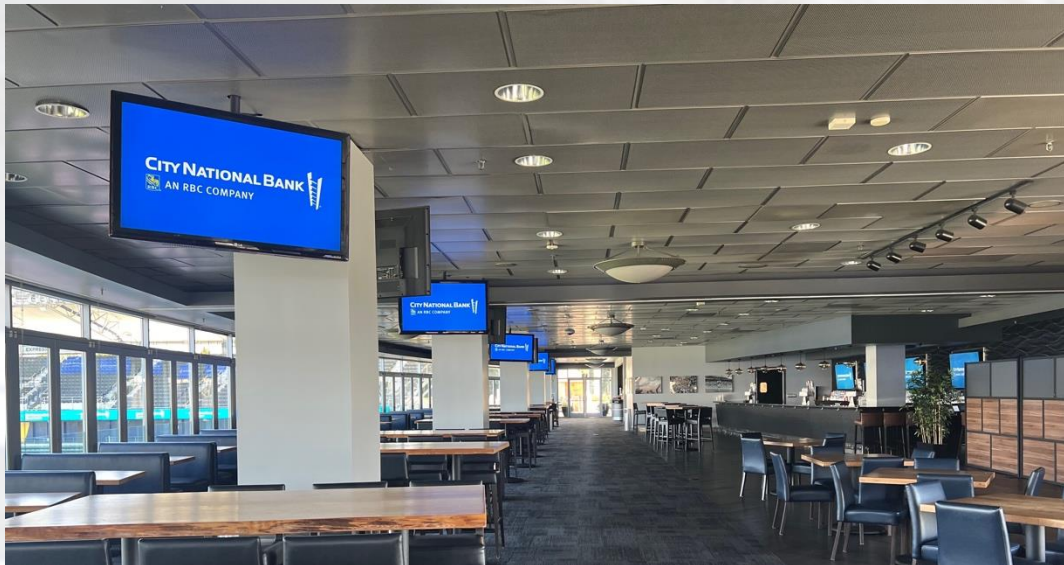
- Hospitality experiences & executive suites
- VIP access to games & events
- Premium concierge services

BUSINESS DEVELOPMENT

- Social & digital content
- Community engagement programs
- Executive networking opportunities

These partnerships blended brand visibility, client entertainment, and business development into fully integrated enterprise sponsorship platforms, driving measurable ROI across multiple business metrics.

SPORTS PARTNERSHIPS — PROFESSIONAL SPORTS ECOSYSTEM (NBA, MLS, NHL)



VENUE SPONSORSHIPS — ENTERTAINMENT VENUES & NAMING RIGHTS

Business Objective

Increase year-round brand visibility across premier entertainment venues. Create scalable hospitality opportunities for clients and executives. Align CNB with culturally influential live entertainment experiences spanning music, comedy, sports, and theatrical performances.

Featured Venues



Oakland Arena
Suite Level Naming Rights + Club Naming Rights



T-Mobile Arena
Las Vegas — Suite Level Naming Rights



MGM Grand Garden Arena
Premium Venue Partnership



Beacon Theater
NYC — Naming Rights & Premium Hospitality & Partnership



Kia Forum
VIP Entrance + Private Lounge Naming Rights



City National Arena
BLDG Name Rights (VGK Training Facility)

Key Contractual Assets



Strategic Value: Venue partnerships provided consistent brand presence throughout the year, turning entertainment destinations into extended client experience platforms that reinforced CNB's entertainment leadership positioning.

VENUE SPONSORSHIPS — ENTERTAINMENT VENUES & NAMING RIGHTS

VEGAS GOLDEN KNIGHTS TRAINING FACILITY & T-MOBILE ARENA



VENUE SPONSORSHIPS — ENTERTAINMENT VENUES & NAMING RIGHTS

VENUE SPONSORSHIPS — KIA FORUM & OAKLAND ARENA



CITY NATIONAL BANK
AN RBC COMPANY

PREMIUM SEATING

IN-SEAT MENU

SNACKS	MAINS
FRESH POPCORN 10.00	FOCACCIA SANDWICH 16.50
NACHOS w/CHEESE 10.00	CHICKEN TENDERS w/FRIES 17.00
GOURMET POPCORN 9.50	VEGGIE HUMMUS WRAP 14.00
FRENCH FRIES 9.50	ALL BEEF HOT DOG 9.50
SOFT PRETZEL 8.00	
CHIPS 7.00	
CANDY 6.50	

SIPS

- PEPSI 7.50
- DIET PEPSI 7.50
- STARRY 7.50
- PROUD SOURCE 7.50

BREWS & MORE WINE



SPECIAL EVENT: "WE BELIEVE VS. DUBS" — 2011 NBA LOCKOUT LEGACY GAME

Produced a culturally significant charity basketball event during the historic NBA Lockout, bridging sports and entertainment during a pivotal industry moment.



Event Significance

Brought together past and present Golden State Warriors players and Bay Area sports culture in a moment when the NBA had ceased operations. Created a grassroots sports and entertainment experience that resonated with fans during unprecedented league disruption.

Leadership Scope

Production Leadership

- Event strategy & creative direction
- Venue & logistics coordination
- Talent management & scheduling

Sponsorship Integration

- Brand partnership management
- Activation execution
- Media & promotional strategy

Cultural Impact

- Community engagement
- Charity fundraising & donations
- Sports-entertainment storytelling
- Fan experience creation

Business Impact

Demonstrated ability to conceive, develop, and execute high-profile cultural events that bridge entertainment and sports ecosystems, mobilize stakeholder partnerships, and create meaningful moments during industry-defining moments.

CROSS-INDUSTRY EXPERTISE: DELIVERING CULTURAL AND BUSINESS IMPACT ACROSS EVERY VERTICAL

Entertainment

Tony Awards, GRAMMY Awards, SAG Awards, Tribeca Film Festival, Hollywood Bowl — brand storytelling at culture's biggest stages

Sports

LA Lakers, LA Galaxy, Golden State Warriors, Oakland Arena, T-Mobile Arena — premium sports marketing and fan engagement

Financial Services

City National Bank — enterprise sponsorship strategy delivering measurable ROI for high-net-worth clients

Music Industry

The Recording Academy 10 years building business infrastructure of world's most iconic music brand

Consumer & Lifestyle

Nestlé Premium Waters luxury experiential marketing across culinary, fashion, music, lifestyle verticals

15 Years of Measurable Results. Iconic Partnerships. Unforgettable Experiences.

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