

# MEME HALFORD

**Seasoned professional with extensive experience in architecting enterprise sponsorship ecosystems, high-value commercial agreements, and premium experiential marketing programs across sports, entertainment, and luxury brand environments.**

Proficient in driving global partnership strategies that align brand positioning with revenue growth, audience engagement, and long-term commercial value creation. Skilled in managing multimillion-dollar sponsorship portfolios, leading high-stakes negotiations, and aligning senior stakeholders across marketing, sales, and executive teams. Adept at developing integrated experiential and cross-channel campaigns that transform sponsorship rights into impactful brand storytelling. Competent in applying data-driven insights and ROI frameworks to optimize performance, strengthen renewals, and scale global brand growth.

## AREAS OF EXPERTISE

Enterprise Sponsorship Strategy | Global Partnership Negotiation | Sports Entertainment Alliances | High Value Dealmaking  
Experiential Marketing Activation | Integrated Brand Campaigns | Cross-Functional Leadership | Luxury Client Engagement  
ROI Performance Measurement | Brand Portfolio Management | Executive Stakeholder Relations | Revenue Growth Strategy

## ACCOMPLISHMENTS

- Amplified national market presence across sports, entertainment, and cultural platforms by architecting enterprise sponsorship strategy for City National Bank, targeting affluent clientele and strategic banking sectors.
- Cultivated more than \$1.3M in incremental business growth and preserved full client retention through delivery of bespoke high hospitality programs, executive networking events, and luxury engagement experiences.
- Monetized GRAMMY sponsorship properties with over \$7M in partnership revenue by aligning brand partners (i.e. Apple, Gucci, Delta Air Lines, Mastercard Google, etc ) with high-profile entertainment initiatives and experiential campaigns.
- Positioned S.Pellegrino, Acqua Panna, and Perrier within premium lifestyle markets by curating integrated experiential marketing initiatives spanning culinary, fashion, film, and music verticals.

## CAREER EXPERIENCE

City National Bank, Los Angeles, CA

2023 – 2025

Head Of Corporate Sponsorships

Led enterprise sponsorship strategy and operations across multimillion-dollar portfolio, aligning partnerships with corporate marketing priorities, business development objectives, and executive relationship management. Designed premium hospitality and bespoke client engagement programs to deepen high-net-worth relationships and enhance bank's positioning across entertainment, sports, and cultural sectors. Spearheaded end-to-end execution of integrated sponsorships, from negotiation and activation through measurement and ROI evaluation, while coordinating internal stakeholders and agency partners. Built scalable frameworks that improved sponsorship effectiveness, strengthened cross-functional alignment, and translated partnerships into measurable business outcomes.

- Maximized more than \$75M contracted partnership value through stewardship of over \$15M annual sponsorship investments supporting sports, entertainment, and cultural alliance strategies.
- Activated more than 15K annual hospitality assets across premier venues, strengthening client acquisition pipelines, banker relationship development, and executive networking opportunities.
- Oversaw diverse portfolio of over 25 sponsorship properties designed to support business-to-business relationship development and consumer brand awareness through integrated activations, hospitality programs, and experiential marketing initiatives.

- Expanded flagship sponsorship portfolio through LA Lakers and LA Galaxy acquisitions while maintaining long-standing affiliations with GRAMMYS, SAG Awards, Tony Awards, Tribeca Film Festival, Hollywood Bowl, and MSG Beacon Theater.
- Pioneered inaugural sports and entertainment sponsorship platform while instituting partnership intake governance processes and evaluation scorecards, enhancing investment selection criteria.
- Established enterprise sponsorship analytics infrastructure measuring brand equity growth, client conversion performance, banker utilization rates, and experiential engagement effectiveness.

**Nestle International Premium Waters, Los Angeles, CA**  
**Experiential Marketing & Sponsorships Lead**

2021 – 2023

Synchronized campaign execution timelines, creative development workflows, and external partner communications to ensure flawless activation delivery across multiple marketing channels. Accelerated consumer engagement and cultural relevance through oversight of influencer collaborations, celebrity alignments, and talent-driven storytelling campaigns. Facilitated experiential activations and product sampling initiatives through management of logistics, field execution, and on-site consumer interactions.

- Elevated premium beverage brand visibility across retail, ecommerce, and digital ecosystems through execution of integrated experiential marketing and partnership initiatives.
- Enhanced and optimized competitive positioning and marketing efficiency through interpretation of campaign analytics, marketplace intelligence, and evolving consumer engagement trends.
- Managed product placement initiatives across film, television, and entertainment platforms, driving earned media exposure and strengthening brand presence through culturally relevant storytelling opportunities.

**The Recording Academy, Santa Monica, CA**  
**Senior Director, Brand Partnerships & Business Development**

2010 – 2020

Directed Brand Partnerships portfolio across GRAMMY properties, integrating entertainment partnerships, sponsorship initiatives, and digital engagement programs with corporate objectives. Guided 8-member cross-functional partnership team overseeing sales initiatives, brand activations, and measurable commercial outcomes. Administered multimillion-dollar sponsorship budgets, reinforcing fiscal accountability, investment optimization, and partnership profitability across entertainment properties. Orchestrated enterprise merchandising and product development initiatives aligning retail strategy, sponsorship visibility, and brand storytelling across organizational divisions and affiliates.

- Delivered over \$7M in sponsorship revenue through cultivation of multi-year brand partnerships via new business and renewals.
- Strengthened global industry relationships through executive representation at entertainment events while producing live experiences supported by budgets ranging from \$150K-\$500K. Collaborated with leadership to commercialize Grammy.com and affiliated platforms, driving digital revenue expansion.
- Accelerated audience engagement metrics and sponsorship visibility through deployment of national marketing campaigns aligned with measurable business growth objectives.
- Produced large-scale experiential activations encompassing digital media integrations, sweepstakes campaigns, VIP hospitality programs, promotional initiatives, and custom entertainment events.

## EDUCATION

**Bachelor of Arts in Communication - Minor in Business Administration**

Michigan State University, East Lansing, MI