MEME HALFORD

STRATEGIC PARTNERSHIPS & ACTIVATIONS LEADER

Building Partnership Strategies That Connect Brands, Audiences And Culture To Measurable Business Objectives.

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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

Industry Expertise: Entertainment · Sports · Financial Services · Music · Lifestyle · Consumer Brands



CAREER EVOLUTION: 15-YEAR JOURNEY IN STRATEGIC PARTNERSHIPS

1

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)

2

2011 | Special Event

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

3

2021-2023 | Nestlé International Premium Waters

Experiential Marketing & Partnerships Lead

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

4

2023-2025 | City National Bank

Head of Strategic Partnerships & Activations

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

WORK EXPERIENCE



CITY NATIONAL BANK | HEAD OF STRATEGIC SPONSORSHIPS & ACTIVATIONS

FEBRUARY 2023- NOVEMBER 2025

1

Portfolio Management

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

2

Revenue Generation

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

3

Team Leadership & Strategy

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

4

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

1

Challenge Identified

CNB lacked centralized sponsorship strategy & Sponsorship Request Intake process

2

Framework Development

Architected first-ever enterprise sponsorship strategy framework, & sponsorship request intake process with scorecard categories: Brand Alignment, ROI & Media Value, Business Development Impact, and Hospitality Value

3

Strategic Expansion

Secured 2 new professional sports partnerships—Los Angeles Lakers and LA Galaxy—expanding visibility within sports culture and affluent entertainment audiences

4

Results

Elevated brand positioning, strengthened client engagement through premium hospitality experiences, and established operational transformation through integrated evaluation process

CITY NATIONAL BANK | HEAD OF STRATEGIC PARTNERSHIPS & ACTIVATIONS

SPONSORSHIP PORTFOLIO: $15M+ OVERALL INVESTMENT

Professional Sports Teams

Los Angeles Lakers · Vegas Golden Knights · AFC Bournemouth · LA Galaxy

Venue Properties

Kia Forum · The Beacon Theatre – A New York Entertainment Landmark · MGM Grand Garden Arena · T-Mobile Arena · Oakland Arena · Hollywood Bowl · The Bluebird Cafe Nashville · Café Carlyle

Cultural Events

The Actor Awards Presented by SAG-AFTRA · Recording Academy Grammy Awards® · Tribeca Film Festival · Tony Awards · Rock & Roll Hall of Fame

Community, Media, Hospitality & Event Sponsorships

hoag Classic Newport Beach · Broadway Cares Equity Fights AIDS · MPTF 100 Caring is Infinite · Los Angeles Times · Variety · The Hollywood Reporter · AEG · Foley Family Wines & Spirits

NESTLE IPW | EXPERIENTIAL MARKETING & PARTNERSHIPS 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





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.

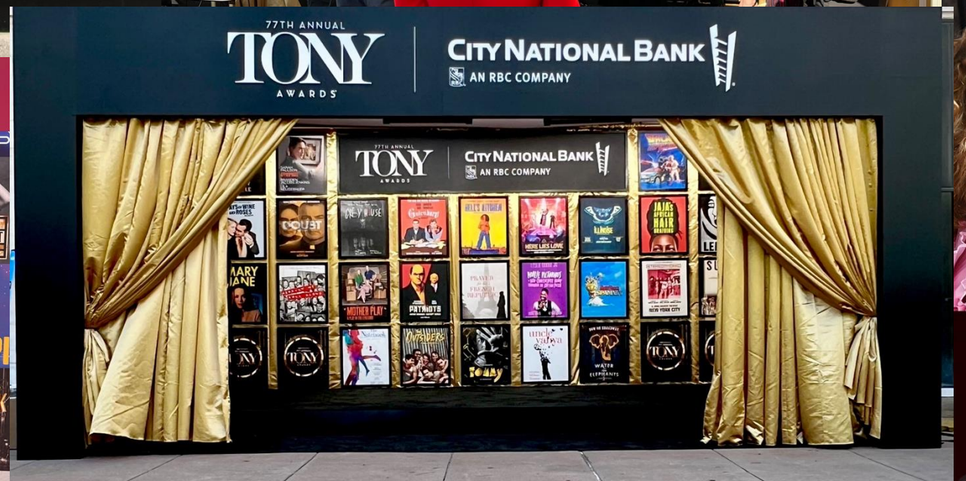
Business Impact

- 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

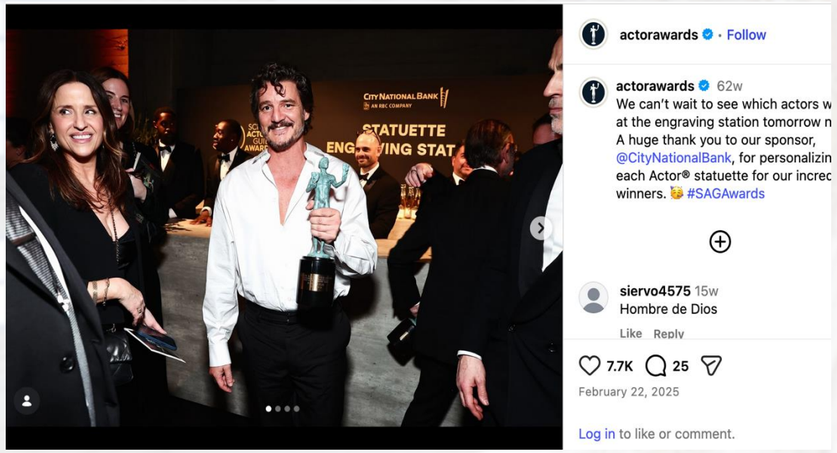
VIP Seating & Backstage access and premium hospitality

Talent Access

Red carpet experiences and celebrity interactions

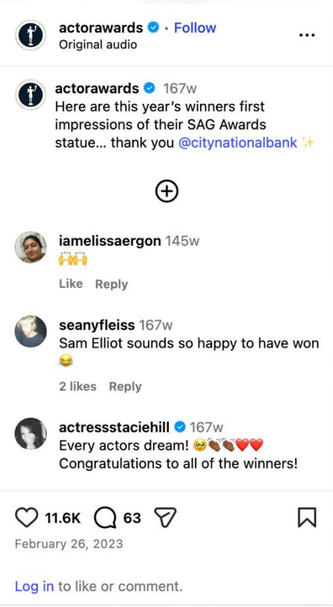
Content Creation

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™











RECORDING ACADEMY X GUCCI — LUXURY INNOVATION

GRAMMY® GUCCI WATCHES: CAMPAIGN SUCCESS METRICS & PARTNERSHIP IMPACT

500K+

Units Sold

30M+

Impressions

95%

Brand Sentiment

4-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

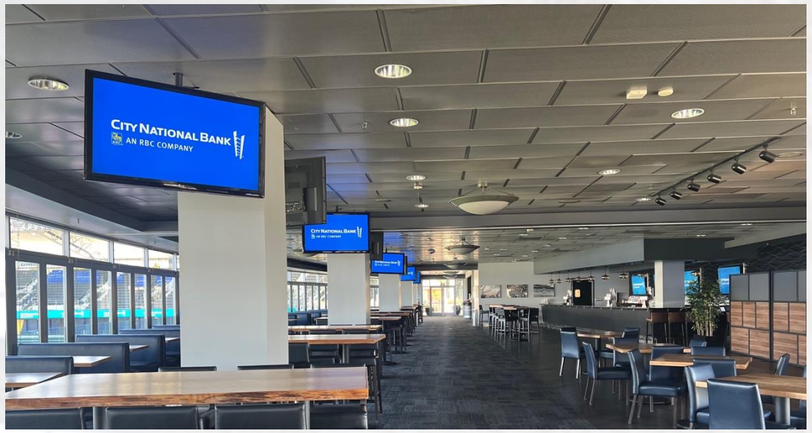
- Hospitality experiences & executive suites
- VIP access to games & events
- Premium concierge services

BUSINESS DEVELOPMENT

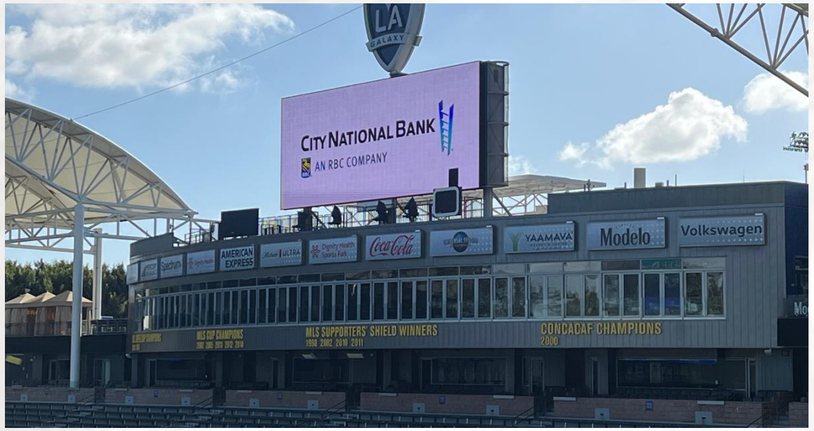
- Social & digital content
- Community engagement programs
- Executive networking opportunities

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

1 **Year-Round Visibility**
Permanent naming rights visibility across premium entertainment venues

2 **Branded Environments**
Permanent branded environments and premium signage throughout venues

3 **Premium Hospitality**
Executive lounges, VIP access, and exclusive hosting opportunities

4 **Entertainment Access**
Direct access to concerts, sports events, and live entertainment experiences

5 **Client Engagement**
Premium client entertainment and engagement platforms for business development

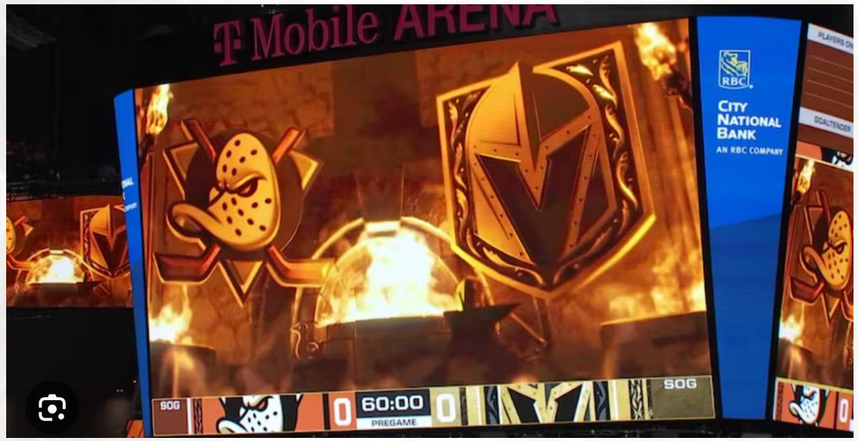
Strategic Value: Venue partnerships provided consistent brand presence throughout the year, turning entertainment destinations into extended client experience platforms that reinforced CNB's entertainment leadership positioning.

VENUE SPONSORSHIPS — ENTERTAINMENT VENUES & NAMING RIGHTS

VEGAS GOLDEN KNIGHTS TRAINING FACILITY & T-MOBILE ARENA





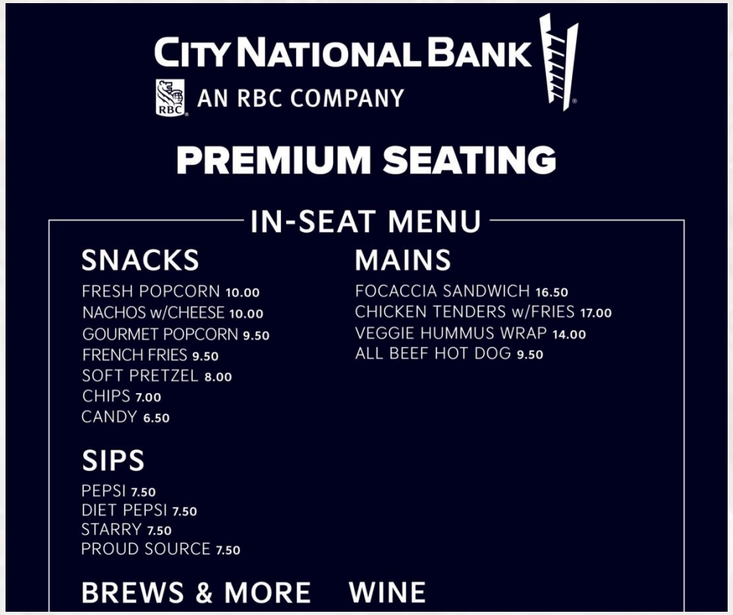




VENUE SPONSORSHIPS — ENTERTAINMENT VENUES & NAMING RIGHTS

VENUE SPONSORSHIPS — KIA FORUM & OAKLAND ARENA













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

THANK YOU