

The Herberger College of Business presents its:

EMERGING TOPICS SERIES

PATRICK KLINGER, VICE-PRESIDENT OF MARKETING,



Nuts & Bolts of Sports Marketing

February 4, 2009 • 4 - 5 p.m.
Ritsche Auditorium, Stewart Hall

Please join us after the presentation for a reception from 5 p.m. to 6 p.m. in the Ritsche Auditorium Lobby

EXPERIENCE:

- Vice-President of Marketing, Minnesota Twins
- Director of Marketing at the RiverCentre event complex in St. Paul
- Director of Marketing at Ticketmaster

ACCOMPLISHMENTS:

- Starting his 11th season as vice-president of marketing for the Twins with the organization coming off its third-best attendance mark ever
- Managed unique events such as an Opening Day ceremony featuring Minnesota soldiers tossing the team's ceremonial first pitch live via satellite from a Kuwaiti desert, a tribute to late Twin's great Kirby Puckett and numerous playoff games
- The Twins 2008 advertising campaign was widely recognized as one of the best in professional and collegiate sports. "This is Twins Territory" picked up regional Emmy Awards for best campaign and best commercial spot.

Hosted by:
the American Marketing Association &
Delta Sigma Pi



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ST. CLOUD STATE UNIVERSITY
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