



Heath Patton

Vice President of Sales & Marketing

AIA Snapshot & Executive Bio

Thank you for your interest in our services. For over 17 years, AIA Sports & Entertainment Marketing has been responsible for providing insightful development, marketing and sales services to the largest and most respected brands in Sports and Entertainment.

Thomas Edison once said, 'the value of an idea lies in the power of using it' and we subscribe to that philosophy. Our team takes pride in developing engaging concepts that can be easily executed at all levels. We specifically offer an array of services designed to sharpen impact, elevate brand awareness and transform organizational complexity into strategies that result in sustainable revenue, influence and visibility. In order for us to identify and best serve the needs of our clients, we dig deep to uncover the opportunities for dramatic growth potential by engaging our unique three step branding process;

- **Step one:** identify and develop campaigns that will increase primary and supplemental revenues generated through high visibility exposure platforms
- **Step two:** align those platforms with proper partners in the corporate community based upon our elevated understanding of brand needs and objectives
- **Step three:** activate the platforms in effort to reach consumers and end users in a more dynamic and engaging fashion increasing sales and usage of brand driven goods and services

The sophisticated Sales & Marketing team at AIA is lead by Vice-President, Heath Patton; a jovial deal closing, decent joke telling, golf fanatic with vast experience in marketing, finance and live event production.

In 1994, his early career began as a Sales and Marketing Assistant representing the **Professional Bull Riders** in the delicate start-up phase. His successful marketing approach was quickly recognized and within his second year he was promoted to Director of Marketing. In 1998, Forbes Magazine recognized the Professional Bull Riders as the fastest growing corporate sponsored sport in history with nearly \$10 million dollars in sponsorship generated prize money and events held in 32 markets nationwide.

In 1998, Heath co-founded AIA – Sports and Entertainment Marketing. Early on, he was responsible for negotiating and co-producing a premiere Freestyle Motocross Exhibition with Harley-Davidson, the first of its kind, at each of their corporate bike weeks including Sturgis, Myrtle Beach and Daytona. Since that time, he has continued to direct the engagements between corporate brands and sports and entertainment properties which have included the **NFL, NBA, NASCAR** and the **Professional Bull Riders**. He is responsible for managing a competent, proficient sales team designed to procure, direct and activate successful marketing campaigns for Fortune 500 companies such as **Brown-Forman, VF Corporation, InBev, P&G, Diageo** and **Nike**. By customizing and developing campaigns for these well respected brands, AIA has been responsible for generating over \$70,000,000 in sponsorship and advertising revenues.

In 2004, Heath was integral in aligning AIA athletes and partners with **Discovery Group, Inc.** This

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unique partnership provided AIA the ability to offer athletes and partners private equity investment opportunities into start-ups, real estate, technology, film and television. This strategic relationship continues to flourish and has resulted in private funding of nearly \$100,000,000 with median IRR performance greater than 14%.

In early 2013, AIA aligned with LA NY Interactive Media Group (lanyinteractive.com) to develop a full array of online marketing services, mobile applications and comprehensive media management. Currently, LA NY is providing digital fulfillment services to NFL and NHL athletes in addition to multiple sports and entertainment properties under representation of AIA.

When not conducting day-to-day AIA related business, Heath can be found volunteering his time within the LA community or attempting to lower his golf handicap at a course near his home in Calabasas, CA, where he lives with his lovely fiancée and two wily Chihuahuas.

ANNUAL AGENCY SNAPSHOT

In 2014, AIA has been responsible for providing valuable services to these well respected clients;

- **Professional Roughstock Series** - Consulting, Series Development, Marketing and Event Management
- **Professional Bull Riders** – Sponsorship Sales & Marketing, Online Marketing & Media Management
- **Puyallup Fair & Rodeo** – Identity Consulting and Marketing Development
- **Stadium Super Truck Series** - Consulting and Marketing Management
- **Hang W/** - Consulting, Brand Development, Event Ambassadorship
- **Digigraph.me** - Consulting and Sales Development
- **BlueRidge Real Estate Trust** – Brand Development and Marketing Management
- **NFL Athletes** – Brand sales, Web Development, Online Reputation and Social Media Management
- **AutoMoto International Film & Arts Festival** - Consulting, Brand Development, Marketing Management, Online Reputation and Social Media Management
- **Bucking Bull Owners Syndicate (BBOS)** - Consulting and Sales Development
- **Strikes For Kids (NFL based charity)** – Consulting, Sales Development and Marketing Management
- Sponsorship engagement and fulfillment for the following brands;
 - **Coca-Cola**
 - **US Marine Corps**
 - **BMW**
 - **Diageo – Crown Royal**
 - **B&W Custom**
 - **Enterprise Rent-A-Car**
 - **Tyson Foods**
 - **TCL Televisions**
 - **Ford Motor Company**
 - **Dodge Trucks**
 - **Rocky Boots**
 - **Wrangler Jeans**
 - **John Deere**
 - **Rent-A-Center**
 - **Vizio**
 - **Anheuser-Busch**
 - **B.R.M. Watches**
 - **Wells Fargo**