

Sports Management Specialist

# KIMBERLY ANN ATHAYDE

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## Work Summary

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I am an incomparable, knowledgeable, and hardworking individual with over 13 years of experience in the sports industry and an additional 5 years in marketing and events. I am looking for a challenging senior-level position leading your organization into a new era of the industry. This will allow me to use my knowledge, skills, and years of experience to innovate novel ways to develop the professional sports industry.

## Skills

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<b>Sport Marketing</b>	<b>Brand Management</b> Innovative Successful Strategic Planning.	<b>Sport Events Delivery</b> Stadium Operations, Event Operations, Match Operations.
<b>Commercial &amp; Sponsorship Management</b> Client and Content Management	<b>Sport Development</b> Problem Solving and Organizing <b>Leading Teams &amp; Reporting</b>	<b>Relationship and Team Building</b> <b>Time Management and Interpersonal Skills</b>

## Work Experience

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### HEAD OF SPONSORSHIP DELIVERY- INDIAN STREET PREMIER LEAGUE 2024

- Overall responsible for allocated assets and delivery
- Was the liaison between the assets, agencies, and the leagues.
- Overseeing a sponsorship delivery of both the league and all 8 franchises on ground.
- Planning, maximizing exposure and evolving the existing commercial opportunities of all sponsors with the league.
- New product development marketing plans.
- Being a part of the approval and creation process for all branding aspects within the stadium.
- Planning the on-air media strategy for the league.

### LEAD - SPONSORSHIP & TOURNAMENT OPERATIONS- EXTRAMARKS ARSENAL F.C. YOUTH FOOTBALL CHAMPIONSHIP 2022-23

- Developed, planned, and implemented tournament strategies, the whole tournament from start to finish.
- Assisted in creating the online registration process.
- Planning for merchandise, match-related aspects, and logistics of the same.
- Created all fixtures for 50+ venues across India for 1000+ schools.
- Headed the on-ground team with the delivery of the tournament in all cities.
- Created and Implemented tournament-related handbook, rules, and regulations, medical documentation, match result, team sheets, and many more documents related to the tournament.
- Developed and implemented reporting tools for the venues, match fixtures, and results and logistics.
- Liaising with individual city offices/ business units, school teams, venues, production agency, and relevant partners concerning on-day implementation.
- Replicating the exact same tournament with its rules, protocols, logistics, marketing, travel, boarding and lodging in London for the finals for 40 children.
- Created and delivered a successful U15 boys & girls 5-a-side football tournament across India that is now nominated for a top sports business award.

**VENUE & SPONSORSHIP MANAGER - PRO KABADDI LEAGUE 2, 3,4, 5, 6,7, 8 & 10 (2024 – 2015)**

- Overseeing Venue Operations, Match Operations, Sponsor Management, Franchise Management, Security, and other aspects of the league.
- Implemented pre- and post-match coordinating procedures with various agencies to ensure stadium readiness for the event.
- Delivered consistent match day operations including coordinating with the Franchises, League, and Association for match related operations, overseeing and managing venue set up, sponsor installations, LED board set up, concession stalls, coordination with the entertainment agency, coordinating with the franchises for match day permissions, security arrangements, team transport, match officials' transport etc.
- Created both match day operations as well as an overall venue report, with insights on what could be done better for the forthcoming seasons.
- Ensuring all central sponsor sales deliverables are executed precisely.
- Created and implemented match day, match specific run-orders.

**SENIOR SPONSOR SERVICING MANAGER -DELHI CAPITALS INDIAN PREMIER LEAGUE 2020 & 2019**

- Heading the sponsor servicing team during the season.
- Overseeing the whole process of sponsors from signing of the agreement to its execution.
- Establishing and cultivating strong partner relationships
- Managing and ensuring fulfillment of all sponsor partner programs in conjunction with the franchise.
- Planning, allotting and approving TVC shoots, script and meet & greet timings, dates as well as venues of sponsor.
- Controlling the delivery of benefits for commercial partners including: Liaising with the Marketing, Events, PR, Stadium Operations, and Hospitality teams for the same.
- Managing all deliverables for each sponsor whether on-ground, digital, merchandise, were all met on time.
- Approving all day-to-day Delhi Capitals & Sponsor related Marketing, Social Media posts, Stadium Branding, Artwork for sponsor perimeter board and replay screen artwork, Cheer Items artwork and distribution, allotment of Kiosk spaces for all 18 sponsors being a few of the responsibilities.
- Created post event reports for each sponsor for all activations including marketing campaigns during the league.

**VENUE OPERATIONS MANAGER – IMG Reliance Indian Super League (Sept – Mar 2021-2020, 2018 -2017, 2016, 2015 & 2014)**

- Overlooking and heading a team with football and stadium operations, managing the state association as well as the home club.
- Supervising all venue operations including football operations right from the look and feel of the stadium, signage, sponsor servicing, logistic, arrangements, ticketing, security, hospitality, media, broadcast and other functional areas to ensure smooth flow of the tournament.
- Managed match operations with the match commissioner and match officials.
- Preparation of stadium documentation, post tournament photographic report and post tournament stadium and event rep.

**INTERNATIONAL CRICKET COUNCIL VENUE SPONSORSHIP MANAGER - T20 WORLD CUP 2016**

- Provided insight to local venue team on ICC obligations deliverable's and to the commercial partners at the venue.
- Ensuring all commercial obligations were met at the venues, which involved coordination with suppliers.
- Assured compliance by participating teams and match officials with sponsor product/service category exclusivity as well as other commercial obligations.
- Actively delivered implementation of all elements of match day sponsor activation.
- Ensured delivery of exclusive marketing programs for ICC Commercial Partners.
- Supported with non-match day commercial as well as venue operation activities.
- Generated post tournament reports with all the positives and negatives about the event at the venue.

**PROJECT OFFICER SPORTS PRESENTATION & MEDAL CEREMONIES- THE LUSOFONIA GAMES 2014 ORGANIZING COMMITTEE (LUGOC)**

- Formulated all operational plans, briefing notes, run sheets, medal ceremony script and cue sheets for the MC's, DJ's, Announcers, AV and Graphics operator etc. for six venues.
- Trained 230 sports presentation staff and performers prior to the start of the games at 6 Stadiums across Goa.
- Integrated scripts, cue sheets and run sheets.
- Hosted VIP guests into the presentation area and briefing them before the medal presentation ceremony.
- Liaising with and cueing the Medal Ceremony with the DJ for Anthem, The Indian Navy, Broadcast and Master of Ceremonies.
- Supervised the logistics for Sports Presentation at all venues in Goa.
- Created a detailed Sport Presentation Report and Sport FA Report that was submitted to the government of Goa.

**SPONSORSHIP AND COMMERCIAL COORDINATOR/ HOSPITALITY MANAGER – IMG - INDIAN PREMIER LEAGUE (IPL)  
2015, 2014, 2013 & 2012**

- Managed sponsorship and commercial, assisted with accreditation and venue operations at five stadiums pan India.
- Controlled logistics of commercial merchandise activations to ensure smooth delivery across India and UAE.
- Collating and analyzing master sheets for 60 matches across UAE and India including commentary mentions, kit measurements, perimeter board inventory and audit, franchise deliverables and stadium look & feel.
- Ensuring all graphics that are used on the sight screens, replay screens, perimeter boards and PMPC are correct as per the run sheet.
- Creating a commercial and sponsorship report for each stadium after the season.
- Created Hostesses/Host briefing notes per game, housekeeping checklist for the briefings.
- Attending all venue meetings and working closely with Tournament Operations Manager, Association and Franchise with regards to the hospitality program like Hospitality Areas, entry and exit points fire exits at the venue.
- Prepared a Sponsor Welcome Letter for each match.
- Ensured all hospitality aspects from housekeeping, production, catering, tickets & Hospitality pack distribution, guest management was of a high quality throughout the tournament.
- Creating a detailed Post Tournament Report and a Post Tournament Photographic Review.

**MARKETING MANAGER – TSG (Jan - Aug 2012)**

- Collated material and edited copy for the weekly e-newsletter, circulated to members and external audiences.
- Created fresh and up-to-date web content and Facebook and Twitter accounts.
- Writing and producing marketing material and media plans
- Preparing PowerPoint presentations for business development executives.
- Ensuring that booking, designing and tracking advertising is done on a regular basis.

**ASSISTANT MANAGER PROJECT MARKETING AND HEALTH & WELLBEING – Tottenham Hotspur Foundation (Football Club) (Dec 2010 – Dec 2011)**

- Supporting the Tottenham Hotspur Foundation PR and Marketing activities as well as communication activities were executed to the highest level.
- Creating and proof reading the production and writing of marketing materials, which include leaflets, posters, flyers, newsletters, e-newsletters and DVDs.
- Conducted market research, e.g. using customer questionnaires and focus groups: to develop, marketing plans and strategies for each department of the foundation.
- Created content for the new website as well as rebranding of the club.
- Assisted with the creation of the in-house booklet that included all the programs run by the foundation. The reason for running the program and description of the program.
- Coordinated the Bowel Cancer Awareness Program – From all logistical activities of the program along with maintaining a database.
- Actively delivered the iMen50+ Program (IT Program for 50+ Men) – My Masters Research Project
- Produced a Foundation Program Cost expenditure analysis.
- Created The Premier League Audit for the club.
- Supported the foundation with events such as Children in Care, Game of Two Halves, Health Trainer and Health Check Launch, Tennis Tournament at Bruce Castle, Bowel Cancer Training Day, Enterprise Competition, Black History Month, Healthy Living Workshops, Stadium Tours, Local History Work Shops, Premier League Enterprise Challenge and Think Fit Program.

**MANAGER & HOST – AYS London/ Rhubarb Food and Design (Jan – Dec 2011)**

- Managing Teams at the Royal Albert Hall, Champion League Football Finals, ATP Masters Tennis, Ascot, Private High-Profile Parties and many more events in and around the United Kingdom.

**MARKETING MANAGER – Destimoney (Financial Services) (2009 – 2010)**

- Executed and managed graphic design for print and web.
- Assisted in creative vision, including brand direction and marketing campaigns.
- Created the company catalogue and other marketing material.
- Managing external vendors for PR, photography, video, and additional graphic design.
- Assisted the creative head by contributing to strategy for email marketing campaign and concepts to product managers and sales stakeholders.
- Updating, re-designing and re-branding the whole website and company.
- Creating marketing collateral for the company.

#### **EVENT MANAGER/ COORDINATOR - GROOVE TEMPLE EVENTS (2006 – 2010)**

- Coordinating the various teams working on events and overseeing production and operations at venues.

### **Education**

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#### **M.A SPORT MANAGEMENT - LONDON METROPOLITAN UNIVERSITY - 2010-2011**

- Specialization: Sports Marketing, Managing the Service Sector, Sports Development Policy, Strategic Management and Studying the Olympic Games.

#### **MASTERS IN BUSINESS ADMINISTRATION – MARKETING & HR - INDIAN INSTITUTE OF PLANNING AND MANAGEMENT 2007-2009**

- Specialization: Marketing, Advertising, Business Policies, Company Law, Human Resource Management, Operations Research, Information Technology

#### **BA IN SOCIOLOGY – ST ANDREWS COLLEGE, MUMBAI UNIVERSITY - 2004-2007**

### **Additional Information**

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- Willingdon Catholic Gymkhana, Sports & Social Cultural Committee – Voluntary Position since 2013 - Creating, Organizing and coordinating all sport tournaments ranging from Hockey, Athletics, Football, Badminton, Squash and Tennis with 4 Ex Hockey Olympians. As well as social events such as Dances, The Carnival, Internationally Recognized Music Concerts programs for Special Children etc.
- Won a number of football and hockey tournaments at university and state level, medals for swimming as well as athletics.
- I was shortlisted as one of the top 25 upcoming young woman from around the world in Sport Business by the US State Department in 2015.
- I was part of the volunteer program before the start of the London 2012 Olympics.
- I continue to take up voluntary roles, mentor the youth and consult on several sport projects through the years since 2006.