

I am the owner of a sports marketing consultation company that has been in business for just over 27 years. Our role on behalf of our corporate clients is to negotiate and activate their sports marketing dollars. As a former employee - for over a decade - of the Tampa Bay Buccaneers, I was thrilled when soon after I opened my doors the Rays came into being. We have strongly recommended this club for our clients and in fact have had multiple relationships with the team since the very beginning.

The reason why we have continued to work with this club even as they have made ownership and administrative adjustments is the incredible importance that baseball has on the Bay Area. Bottom line is that the promotional opportunities we have executed with the Rays have made tremendous difference to my clients in driving traffic and impacting overall sales. It also must be noted that the Rays offer a Bay Area alternative to the Lightning, Bucs and USF that can not be overstated. If sports sponsorship is done right - and we like to think at Knox Sports we do it right - the benefit to Bay Area businesses is incredible.

Now, throw on the fire that this new facility will be tailored to the Rays and feature the best amenities possible from fan experience to corporate promotional opportunities, and the excitement is more than justified.

We hope that you support this project and please let me know if you have any questions about our unadulterated support of the Rays in their new facility pursuit...

All the best,

Paul Sickmon

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