



**ROB YOWELL**  
**PRESIDENT & CEO**  
**PROFESSIONAL BIO**  
**SPORTS MARKETING, NAMING RIGHTS & SPONSORSHIP SALES**



Rob Yowell, considered one of the leading executives in the world of sports marketing, naming rights and sponsorship sales, has been making significant deals since entering the field in 1988. He has held senior level executive positions with WPP agency IEG, The Bonham Group and **Anschutz Entertainment Group** (AEG/Envision) to lead corporate sales, marketing and sponsorship services to global clients in the sports and entertainment sector; and several executive management roles with professional sports franchises. Over the course of his career, he has been credited with a deal portfolio exceeding \$2 billion in sales.

As founder of Gemini Sports Group (est. 2002) and its parent company Gemini Sports Marketing Holdings, LLC (est. 2016), he has worked with clients to develop and market sponsorships for properties and corporate clients worldwide, including markets such as Phoenix, Los Angeles, San Diego, Dallas, Las Vegas, Oakland/San Francisco, Chicago, Orlando, Reno, Omaha, Miami, Milwaukee, Atlanta, Jacksonville, San Antonio, Denver, New York, United Kingdom, China, Spain, Germany, Canada, Australia, South America and Guadalajara, Mexico. He also served as President of the San Antonio Talons AFL franchise for the 2012 season after brokering the sale and relocation of the team from

Tulsa. Recently his firm was retained to help sell sponsorships for the new Mascot Hall of Fame in suburban Chicago, the new \$140MM Legacy Sports USA complex in Phoenix and a Power 5 college naming rights project for football and basketball venues. Gemini also participated in the recent remaining of State Farm Stadium for the Arizona Cardinals. Yowell serves on the Advisory board of several companies, including the National Junior College Athletic Association, Security 4 Sports and SportsYard, Inc.

He also participated in the successful sale of two college bowl game entitlements in recent years – Popeye’s Bahamas Bowl and TicketCity Cactus Bowl. And Gemini is currently leading the efforts to deliver alternative financing solutions for new venue construction and renovation projects for major universities and pro sports franchises, and consulting on various franchise ownership opportunities. Yowell was previously SVP of Business Development for IEG (a WPP agency), and Vice President of Sponsorship Sales for The Bonham Group from 2005-2007 where he led the Denver-based firm’s sponsorship sales and naming rights division. He represented the Gator Bowl (securing a new 3-year title sponsor 2008-2010 with KonicaMinolta) and two Champ Car Grand Prix events (Houston and Cleveland) for title sponsorship. In 2006, Mr. Yowell’s personally secured two major deals: a 10-year naming rights deal for **ORACLE Arena**, home of the Golden State Warriors and a 15-year naming rights agreement to rename the Arrowhead Pond of Anaheim the **Honda Center**. In addition, the division participated in the closing for naming rights deals for the Phoenix Coyotes (**Jobing.com Arena**) and Kroenke Sports (**Dick’s Sporting Goods Park**) and closed a 10-year naming rights agreement for the University of Miami (FL) Convocation Center (**BankUnited Center**). In heading the sales division, Yowell secured new clients such as the USGA, Anaheim Ducks, Milwaukee Bucks, San Francisco 49ers, Valvoline and the Gator Bowl, while marketing the firm’s other services in the area of property valuation, research, negotiation and corporate consulting. In 2006, the company opened new offices in New York and London, expanding its reach to include international properties in Europe and South America. During his career, Mr. Yowell has been responsible for negotiating more than \$750 million in corporate sponsorships and naming rights agreements, and collectively participated in over \$2 billion in sponsorship deals – including the naming rights negotiations for **TD Ameritrade Park Omaha**, the new home of the College World Series that opened in 2011 and **Estadio Omnilife** in Guadalajara, Mexico which opened in 2012.

Yowell founded Gemini Sports, in January of 2002 after three years with Envision (the corporate sales division of the Anschutz Entertainment Group (AEG)). While leading the efforts at Gemini Sports, Mr. Yowell secured properties and clients involved in CART, NASCAR, 2002 FIFA World Cup (representing Argentina stars Ortega and Batistuta for endorsements), NFL, NHL, Boxing and international soccer leagues. Clients included the Knockout Sports Network, Mighty Ducks of Anaheim, Arrowhead Pond, Greensboro Bats (securing a 10-year, \$3 million naming rights for First Horizon Park), USC Athletics (Galen Center), Duke University (Cameron Indoor Stadium study) and Sundance Motorsports (where he was part-owner of Orleans Racing Craftsman Truck Series team 2003-04). Gemini Sports core mission is to provide sales and

marketing services for its clients, while developing corporate sponsorship and naming rights strategies.

Mr. Yowell was recruited to join Fotoball USA (a.k.a K2, a division of Rawlings, Inc.) in October of 2002 as Managing Director to consult on the launch its new sports and entertainment marketing division Marketing Headquarters (MHQ). The MHQ mission was to provide comprehensive services to clients in the areas of sports consulting, contract negotiation, licensing, and the development of premium and promotional programs to leverage sponsorships. K2 is an official licensee of the NFL, NHL, MLB, NBA, NCAA, Disney, Marvel and FIFA, and work with clients including Pepsi, Post Cereal, NAPA Auto Parts, Bank of America, Keebler, Carl's Jr., McDonald's, ExxonMobil, Castrol and Chevron to leverage their sports and entertainment relationships. After a successful launch of the division, Mr. Yowell returned to focus on Gemini Sports and remained as a consultant and shareholder.

Mr. Yowell, who joined Envision officially in March 1999, served as vice president of sales/new business, leading the company's sales and marketing efforts for its naming rights properties and founding partnerships for the new Staples Center. During his three years with Envision, Mr. Yowell played an instrumental role in securing both new properties and clients for the company. As a member of the Management Committee for Envision's parent company, Anschutz Entertainment Group (AEG), he was also involved in developing the corporate strategy for international expansion in Europe and Asia, and coordinated the construction and launching of the company's official web site.

He served as the point person for the 20-year, \$84 million SAVVIS Center (formerly Kiel Center in St. Louis) negotiations and directed all sales efforts for Envision naming rights and sports property clients. His division's portfolio included, in addition to AEG's NHL and MLS franchises, Gaylord Entertainment Center (20 years, \$88 million, Nashville), Kodak Theater (20 years, \$75 million, Los Angeles), Houston Sports Authority (Reliant Park), International Speedway Corporation (ISC), New Jersey Sports and Exposition Authority, MGM Grand Garden Arena, Toronto SkyDome (now Rogers Centre) and the LA Avengers (AFL). Prior to founding Gemini Sports, his division secured the rights to represent the Philadelphia Phillies new ballpark (now **Citizens Bank Park**), Superdome (New Orleans) and Pro Player Stadium (Miami) for naming rights, negotiated the 20-year, \$57 million naming rights package for **Heinz Field** in Pittsburgh, launched the naming rights and founding partnership program for Home Depot National Training Center and expanded its reach to include properties in London, Berlin and Shanghai.

Early in his career, Yowell gained extensive sponsorship sales and marketing experience with Sports America, Streetball Partners International/Host Communications (SPI) and National Spirit Group (NSG), giving him a balanced perspective of the sports marketing landscape. While at NSG, Mr. Yowell built strong partnerships and secured long-term agreements with the Jeep Aloha Bowl and Hula Bowl All-Star Football Classic games, while negotiating broadcast agreements with CBS Sports and USA Network for NSG championships. In addition to those deals, he generated \$2.5 million in sponsorship revenue for the nation's largest spirit camp and apparel company, and

established the largest affinity credit card program (serving three million members) in the industry with MBNA.

Mr. Yowell's work with SPI was very significant in the growth of some of the most successful grassroots sports properties in the nation, including Hoop-It-Up®, NFL Air-It-Out (now Let It Fly) and Toyota Golf Skills Challenge during his five years with SPI. As a top producer who negotiated and serviced partnerships with AT&T, EMC, Converse, Gatorade, AOL, Cobra Golf, Golf Magazine, Southwest Airlines, McDonald's and Toyota, he generated more than \$20 million in sponsorship and media for SPI properties. He played a vital role in launching SPI's golf division, which included managing the EMC Skills Challenge (NBC Sports) and FirstPlus Financial Celebrity Golf Classic (Fox Sports Southwest).

At Sports America, Mr. Yowell managed the McDonald's High School All American Basketball Games held in Indianapolis, Ind. (1990), and Springfield, Mass. (1991), featuring current NBA stars Grant Hill, Chris Webber, Jalen Rose, Travis Best, Rodney Rogers, Glen Robinson and Juwan Howard. In selecting the nation's top basketball talent, he closely worked with national committees chaired by legendary coaches John Wooden and Morgan Wooten respectively. Yowell also managed the McDonald's (now Brand Jordan) Capitol Classic, which featured top high school players from the Washington, D.C., metro area vs. the US All-Stars.

Mr. Yowell is a native of Durham, N.C., and earned his undergraduate degree in English and Anthropology from **Duke University**, where he was a member of the nationally-ranked men's lacrosse team, in 1988 and received his Masters in Sports Business Administration from **Ohio University** in 1992. He served as an active member of the Los Angeles and Denver chapters of the National Sports Marketing Network and is a regular speaker for sports management programs and industry conferences nationwide, and served as a visiting professor for the WP Carey School of Business Sports MBA program at Arizona State University and the Coangelo School of Sports Business at Grand Canyon University. He currently resides in Phoenix, AZ with his wife Heather and their three children, Cameron, Austin and Lauren; serves on the board as a Life Member for the Arizona Sports & Entertainment Commission Board, Advisory Board member for the National Junior College Athletic Association (NJCAA) and is a founding member of the Grand Canyon State Gridiron Club. Still an active athlete, he has completed one triathlon, four marathons (all under 4 hours), five ½ marathons, plays basketball and carries a single-digit golf handicap. When not traveling or attending his children's activities, Yowell enjoys supporting his favorite teams: USC Trojans football, Duke basketball, the Washington Redskins, "San Diego" LA Chargers and Atlanta Braves.

## **NAMING RIGHTS CHART**

The following is a listing of the naming rights deals and projects involving Gemini Sports or Rob Yowell since 1999:

### **SALES/REPRESENTATION**

Staples Center, Los Angeles, CA (Envision)  
The Palace @ Auburn Hills, MI (Envision)  
Kodak (now Dolby) Theatre, Los Angeles, CA (Envision/Yowell)  
SAVVIS Center (now Enterprise), St. Louis, MO (Envision/Yowell)  
Home Depot (now Dignity Health) Center, Carson, CA (Envision)  
Citizen Bank Park, Philadelphia, PA (Envision)  
First Horizon Field, Greensboro, NC (Gemini Sports)  
BankUnited Center, Coral Gables, FL (The Bonham Group/Yowell)  
Jobing.com (now Gila River) Arena, Glendale, AZ (The Bonham Group/Yowell)  
Honda Center, Anaheim, CA (The Bonham Group/Yowell)  
ORACLE Arena, Oakland, CA (The Bonham Group/Yowell)  
Dick's Sporting Goods Park, Commerce City, CO (The Bonham Group/Yowell)  
DC United MLS (now Audi) Stadium, Washington, DC (Aquarius/Gemini)  
Estadio Omnilife, Guadalajara, Mexico (Gemini)  
Reno Aces Ballpark, Reno, NV (Gemini)  
Britannia Stadium, Stoke, ENG (Gemini/BonhamWills)  
Lyric Theatre, New York, NY (Gemini. BonhamWills)  
Orlando City FC Stadium, Orlando, FL (Gemini/BonhamWills)  
Mascot Hall of Fame, Whiting, IN (Gemini/FishBait)  
Legacy Sports USA Complex, Phoenix, AZ (Gemini Sports)  
Arizona Cardinals/State Farm Stadium, Glendale, AZ (Gemini Sports)  
Las Vegas Lights MLS Stadium, Las Vegas, NV (Gemini Sports)

### **NEGOTIATION/VALUATION**

Heinz Field, Pittsburgh, PA (Envision/Yowell)  
Reliant (now NRG) Park, Houston, TX (Envision/Yowell)  
Sports Authority Training Center, Boston, MA (Envision)  
Louisiana (now Mercedes-Benz) Superdome, New Orleans, LA (Envision)  
Joe Robbie/Dolphins (now Hard Rock) Stadium, Miami, FL (Envision)  
MGM Grand Garden Arena, Las Vegas, NV (Envision)  
Kansas Speedway, Kansas City, KS (Envision)  
Auto Club Speedway, Fontana, CA (Gemini Sports)  
Bank of America Stadium, Charlotte, NC (Gemini Sports)  
Galen Center, Los Angeles, CA (Gemini Sports)  
New Orleans (now Smoothie King) Arena, New Orleans, LA (The Bonham Group/Yowell)  
Crew (now Mapfre) Stadium, Columbus, OH (The Bonham Group)  
Manchester City (Ethiad Airways) Stadium, Manchester, ENG (The Bonham Group/Yowell)  
Bradley (now BMO Harris) Center, Milwaukee, WI (The Bonham Group/Yowell)

SF 49ers New (now Levi's) Stadium, Santa Clara, CA (The Bonham Group/Yowell)  
Burnaby Mountain Sport + Medical, Vancouver, ONT (IEG/Yowell)  
New Meadowlands NFL (MetLife) Stadium, East Rutherford, NJ (IEG/Yowell)  
Cowboys (now AT&T) Stadium, Arlington, TX (IEG/Yowell)  
Target Field, Minneapolis, MN (IEG/Yowell)  
TD Ameritrade Park, Omaha, NE (Gemini Sports)  
New Warriors Arena (now Chase Center), San Francisco, CA (Gemini Sports)  
University of Phoenix (now State Farm) Stadium, Glendale, AZ (Gemini Sports)  
San Diego Stadium (formerly Qualcomm, now SCCU), San Diego, CA (Gemini Sports)  
Mile High Stadium (formerly Sports Authority Field, now Empower), Denver, CO  
(Gemini Sports)  
Microsoft Theatre (formerly NOKIA Theatre), Los Angeles, CA (Gemini Sports)

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