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Canisius Hosts Global Sports Marketing Leader

 Alumni, Faculty, Parents, Staff, Students

November 13, 2015

Robert Prazmark '75, founder and CEO of 21 Sports and Entertainment Marketing Group Inc., will lecture on global sports marketing on Monday, November 16 at 5:00 p.m. in the college's Science Hall atrium. Prazmark will be on campus as part of the Canisius Distinguished Guest Lecturer Series in Sport Management.



Prazmark is one of the most highly-regarded executives in the sports and entertainment business, and is uniquely recognized within the Olympic Movement. In August 2004, *Sports Business Journal* named Prazmark the Olympics' eighth most influential person in the world. He is the all-time leading seller of Olympic-related programs. He is also an expert at consulting and negotiating the rights and benefits offered by various Olympic entities.

During a career in which he revolutionized sports and event marketing while pioneering the field of intellectual marketing, Prazmark has brokered more than \$3.5 billion in sponsorship and media relationships to date in all areas of sports and entertainment marketing, not just the Olympics.

Previous accomplishments include work with the Dallas Cowboys, Miami Dolphins, NASA, The Smithsonian Institution and World Cups. All of these activities have earned Prazmark a recommendation as a worldwide leader in event creation and complex deal making.

Submitted by: Shawn O'Rourke, PhD, associate dean, school of education

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