



Negotiated a Complex Endorsement Agreement between Frito Lay and Robinson Cano of the New York Yankees, which included:

- Territorial Ad Campaign
- Personal Appearances and Events
- Autographed Memorabilia



Organized and Managed Youth Baseball Clinic

- Sweepstakes was held to determine who would participate in the clinic
- Instructional clinic for children from the Bronx aged 6 – 12, taught by College coaches
- Autographed photo of Robinson Cano with brand logo given to each participant
- Brand displayed on banners, t-shirts, hats and signs
- Frito Lay Product distributed
- Meet and Greet with Robinson Cano for all participants



Responsibilities:

- Contract Negotiation
- Relationship Facilitation
- Event Management

