



JOIN US FOR THE 2025 FLORIDA SPORTS FOUNDATION SUMMIT

June 8-12 · Hutchinson Shores Beach Resort

Hosted by Play Treasure Coast Sports Commission

Connect with sporting event organizers, collaborate
with industry peers, stay informed on statewide
developments, and gain valuable insights through
engaging educational workshops.



HUTCHINSON SHORES
RESORT & SPA

OPAL COLLECTION

Jensen Beach, Florida



COME PLAY
IN FLORIDA

PLAYINFLORIDA.COM



BOARD CHAIR'S LETTER



Welcome to the 2025 Florida Sports Summit!

We are thrilled to convene this year's Summit, where industry leaders from public agencies and the business community gather to share insights, exchange ideas, and explore the future of sports in the Sunshine State.

Sports & Commerce – Sports are a powerful economic driver in Florida. They fuel tourism, recreation, and fandom—supporting over half a million jobs and generating billions in revenue annually. Sports are not just games; they are essential to our economic vitality.

Sports & Community – Beyond economics, sports are at the heart of our communities. From pee wee leagues and school-age athletes to collegiate and professional competitors, recreational enthusiasts, and passionate fans—sports create a shared identity. They connect us, uplift us, and help define what it means to be a Floridian.

Sports & Collaboration – The Florida Sports Foundation proudly collaborates with sports commissions and business partners across the state. Together, we create countless opportunities for individuals to discover hobbies, pursue passions, and even chase competitive dreams—all through the power of sports.

Commerce, Community, Collaboration – Sports in Florida offer more than entertainment—they provide meaningful ways for people to bond with family, friends, and colleagues. They support health and wellness, inspire ambition, and enrich our lives in mind, body, and spirit. At the same time, they advance prosperity across our great state.

We're excited that you're part of Florida's vibrant sports tourism community. Welcome to the Treasure Coast—and thank you for joining us!

Jesse Biter
Chairman
Florida Sports Foundation



PRESIDENT'S LETTER



Welcome to the 2025 Florida Sports Summit!

Greetings Champions of Florida Sports,

Welcome to the 2025 Florida Sports Summit—where the best in the business come to game-plan the future of sports in the Sunshine State!

Over the next few days, we will dive deep into what drives our industry forward: teamwork, innovation, and a relentless commitment to excellence. This Summit is about more than just meetings—it is about building momentum, setting new goals, and turning big ideas into bigger wins for Florida's sports landscape.

From the Florida Senior Games to the Sunshine State Games—and every tournament, race, and competition in between—sports are the heartbeat of our communities. Your participation and contributions are not just about hosting events; they are about shaping legacies, inspiring athletes, and powering Florida's economy through the spirit of competition. Together, we are the driving force behind the future of Florida's sports landscape.

Get ready for engaging sessions, powerful networking, and conversations that move the ball down the field. This is a unique opportunity to connect with fellow sports professionals, share your ideas, and contribute to the future of Florida sports.

On behalf of the Florida Sports Foundation, I want to express my sincere gratitude for your involvement in this Summit. Your contributions are invaluable, and I am excited to work together to make this event unforgettable!

Maicel Green
President & CEO
Florida Sports Foundation



RICK HATCHER'S LETTER



Dear Summit Attendees,

On behalf of Play Treasure Coast Sports Tourism, Discover Martin, Martin County Board of County Commissioners, Martin County Tourist Development Council, and the Florida Sports Foundation, it is our great pleasure to welcome you to beautiful Martin County on Florida's Treasure Coast for the 2025 Florida Sports Foundation Sports Summit!

This year's Summit proudly brings together representatives from 38 Sports Tourism Destinations across the Sunshine State, showcasing the full vibrancy and diversity of Florida's communities—from the white sands of the Panhandle to the turquoise waters of South Florida. We're also honored to welcome 22 distinguished sports rights holders, whose leadership and vision continue to position Florida as a premier destination for hosting world-class sporting events.

The Treasure Coast offers the ideal setting for collaboration, inspiration, and celebration. Renowned for its pristine coastline, inviting downtowns, and state-of-the-art athletic facilities, our region exemplifies the synergy between community, sports, and tourism. From youth baseball and competitive soccer to elite watersports and endurance events, this area stands as a model for how local dedication and state-level partnerships drive meaningful economic and social impact through sports.

This Summit is more than just a gathering—it's a powerful opportunity to strengthen partnerships, exchange innovative ideas, and shape the future of sports tourism in Florida. Through engaging sessions, dynamic discussions, and authentic local hospitality, we look forward to fostering new relationships and unlocking new possibilities for growth.

Thank you for your continued commitment to growing Florida's sports tourism industry. We're thrilled to host you here in Martin County and look forward to an inspiring, productive, and memorable Summit.

Warmest regards,

President & CEO
Play Treasure Coast Sports Tourism

GEAR UP FOR GAME TIME!

REV UP YOUR TEAM SPIRIT

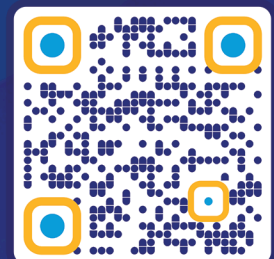


Supercharge your fan journey with your favorite team's specialty license plate!

The partnership between professional organizations and the Florida Sports Foundation funds local and statewide youth and sports tourism events.



Contact your local tag office or visit [PlayInFlorida.com](https://www.PlayInFlorida.com) for more information.





SCHEDULE



SUNDAY, JUNE 8

All Day

Anytime

3:00 PM – 5:00 PM

6:30 PM – 8:00 PM

Anytime

Attendee Arrivals

Open Lunch

Registration Table Open

Host & Sponsor Dinner – Invite

Dinner (Open Night)

Resort Grounds

Various Resort Dining Options

2nd Floor Veranda

Hawksbill E Room

Explore Resort & Local Dining

Event Details:

- **Arrival & Check-In:** Guests are welcome to explore and unwind at the resort.
- **Registration:** Stop by the 2nd floor veranda to receive your summit materials and a warm welcome.
- **Host & Sponsor Dinner:** A private evening recognizing our host destination, sponsors, and steering committee members for their exceptional contributions.

MONDAY, JUNE 9

7:00 AM – 9:00 AM

8:00 AM

8:00 AM – 1:00 PM

9:00 AM – 5:00 PM

9:00 AM – 11:00 AM

11:00 AM – 3:00 PM

3:30 PM – 5:00 PM

6:30 PM – 8:00 PM

9:00 PM – 11:00 PM

Rise and Grind Breakfast

Buses Depart for Golf

“Anyone Can Golf” Outing

Registration Table Open

Sunshine & Sip’s

Open Lunch

State of the State & Panel

Opening Reception

Extra Innings

Hawksbill E Room

Outside Resort Lobby

Marriott Golf Course

2nd Floor Veranda

Hotel Esplanade

Various Locations

Leatherback D

Dune Pool Deck

Drift Kitchen + Bar

Event Details:

- **Golf Outing:** Bus departs at 8:00 AM. Lunch included at the course.
- **Non-Golf Option:** Enjoy a curated wine tasting and cigar experience.
- **Key Session:** A summit highlight, featuring the Foundation President’s address and a fireside chat with Founder Larry Pendleton.
- **Evening Socials:** Mix, mingle, and network poolside and afterward at Drift.



SCHEDULE



TUESDAY, JUNE 10

7:00 AM – 9:00 AM	Rise and Grind Breakfast	Hawksbill E Room
9:15 AM – 11:45 AM	Peer-to-Peer Appointments (Round I)	Loggerhead
12:00 PM – 1:00 PM	Multi-Lunch	Hawksbill E
2:30 PM – 3:30 PM	Gold Rush Games	Hutchinson Resort Beach
3:30 PM – 5:30 PM	Real Fun Meetings	Pool Deck
6:30 PM – 8:30 PM	Larry Pendleton Partner Awards Dinner	Leatherback
9:00 PM – 11:00 PM	Over Time Networking	Drift Kitchen + Bar

Event Details:

- **Peer-to-Peer Meetings:** Rights holders are stationed; Florida partners rotate for 7-minute one-on-one sessions.
- **Team Challenge:** Dress in team colors for beachside camaraderie and competition.
- **Awards Night:** Celebrate Florida's leaders in sports tourism.

WEDNESDAY, JUNE 11

6:45 AM – 7:45 AM	Turtle Walk on The Beach with Eco-Tourism	Hotel Beach
7:30 AM – 8:45 AM	Rise and Grind Breakfast	Hawksbill E Room
9:45 AM – 12:00 PM	STS Certificate Course (Florida Partners Only)	Loggerhead
9:45 AM – 12:00 PM	STS Certificate Course (TBD) (Rights Holders Only)	Location TBD
12:00 PM – 1:00 PM	Multi-Lunch	Hawksbill E Room
1:00 PM – 2:30 PM	Industry Roundtable	Leatherback)
3:00 PM – 5:00 PM	Peer-to-Peer Appointments (Round II)	Loggerhead
5:45 PM – 10:00 PM	Shuttle Loop	
6:15 PM – 9:30 PM	Closing Reception & Gold Rush Games Awards	Elliot Museum + Tiki Hut

Event Details:

- **STS Courses:** Certification led by Adam Stoker (Brand Revolt) and John David (Sports ETA).
- **Roundtable Discussion:** Key updates on sports tourism and event housing best practices.
- **Final Night Celebration:** Depart at 6:15 PM for an off-site evening at the Elliot Museum and beachside awards.

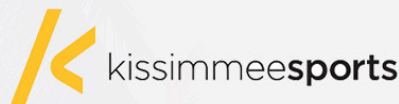


INDUSTRY PARTNERS



Driving Growth Through Collaboration

Together, we're shaping Florida as the premier destination for sports and tourism.





MARKETPLACE



2025 Florida Sports Summit Table Assignment

Find your table and get ready to connect and collaborate.

Organization	Table
USA Artistic Swimming	1
Apex Promoz	2
The Spring Games	3
Perfect Game	4
NCAA	5
Game On Race Events	6
FICA	7
Tropical 7s	8
BMX Racing	9
NXT Pro Sports	10
Triple Crown Sports	11
National Golf Foundation	12
Huddle up Group	13
League One Volleyball	14
Russmatt	15
Team IP	16
Event Connect	17
Bocce	18
AAU	19



SPEAKERS



2025 Florida Sports Summit Speakers

Insights from those who lead, inspire, and elevate the sports industry.

Maicel Green	President & CEO	Florida Sports Foundation
Larry Pendleton	Founding President	Florida Sports Foundation
John David	President & CEO	Sports ETA
Adam Stoker	President & CEO	Brand Revolt
Rick Hatcher	President & CEO	Play Treasure Coast Sports
Ed Griffith	General Manager	Hutchinson Resort & Spa
Randy Sparks	CEO	Team IP
Kayla Glazebrook	Sports & Special Event Program Coordinator	Florida's Sports Coast
Ray Palmer	CEO	Pensacola Sports
Brandon Little	Sports Business Development Manager	Daytona Area CVB
Chris O'Brien	Vice President of Sports Marketing	Visit Panama City Beach
Ryan Ritchie	Director	Discover Lake County
Liese Abili	Consultant	EZ SPORTS

Get to know each speaker—bios begin on the following pages.



SPEAKER



Maicel Green
President & CEO
Florida Sports Foundation

Maicel Green brings over three decades of leadership experience in advocacy, government affairs, lobbying, and strategic consulting to her role as President and CEO of the Florida Sports Foundation. A dynamic and results-driven leader, Maicel has built her career on forging strong community partnerships, driving public policy, and promoting sustainable growth through strategic vision and collaboration.

With a Juris Master's degree in Legal Studies from Florida State University and advanced expertise in administrative law, legislative processes, and regulatory compliance, Maicel's background bridges the gap between legal frameworks and strategic advocacy. A deep commitment to community engagement and sports development throughout the state matches her passion for public service.

Before joining FSF, Maicel served as a lobbyist with Capital City Consulting, a champion for community concerns, and a trusted partner to elected officials. She also led Girls on the Run Panhandle as Interim Executive Director, strengthening operations, expanding programs, and increasing funding to empower young girls through sports. Her extensive experience includes pivotal roles at Talquin Electric Cooperative and CareerSource Capital Region, with a focus on media relations, stakeholder engagement, and legislative advocacy. Maicel is also a former collegiate track and field head coach at Florida A&M University, an assistant coach at Florida State University, and a volunteer coach at the University of Florida, where she developed nationally recognized athletes and elevated program operations.

A lifelong advocate for sports and education, Maicel has earned distinctions from Leadership Florida (Class 39) and Leadership Tallahassee (Class 36). She holds a Master's degree in Physical Education from Florida A&M University and a Bachelor of Arts degree in Communication from Arizona State University.

Maicel's affiliations span numerous professional and civic organizations, including the American Association of Blacks in Energy, the Florida Public Relations Association, the Greater Tallahassee Chamber of Commerce, and the Gadsden Education Foundation, among others.

With a legacy of leadership, a passion for sports, and a commitment to excellence, Maicel Green is driving the Florida Sports Foundation into a bold new era—uniting communities, elevating Florida's sports tourism, and leaving a lasting impact on the Sunshine State.



SPEAKER / GUEST OF HONOR



Larry D. Pendleton
President & CEO
Florida Sports Foundation
1992-2012

Larry D. Pendleton served as the President and CEO of the Florida Sports Foundation, a not-for-profit organization created in 1992 as the State of Florida's first public-private partnership, through his retirement in 2012. As President and CEO, Pendleton served as Legislative liaison for the state's sports industry and oversaw all facets of the Foundation's daily operations. He was responsible for three official sports tourism publications, industry related conferences, and the major and regional grant program administration for sports events such as the Super Bowl and NCAA Final Four. He also served as the liaison to Florida's sports commissions, which grew significantly during his tenure.

Pendleton oversaw the direction of the "Sunshine State Games", Florida's yearly Olympic style sports festival featuring competition in over 25 sports and the Florida Senior Games, Florida's yearly Olympic style sports festival for participants over 50 years old, featuring 25 sports.

Pendleton developed the Professional Franchise License Tag Program which allowed the Foundation to create the Major and Regional sports events grant program that assists local sports organizations in solicitation of sports events. Pendleton is also credited with creating "PLAY FLA GOLF," a major marketing and promotion program to enhance Florida's golf industry, "BOAT FLORIDA-FISH FLORIDA", a new program created in 2007 to promote Florida's fishing and boating industry. In addition, he was Chairman of the \$60 million Professional Facilities Committee for the Governor.

Prior to joining the Foundation in 1992, Pendleton was Assistant Athletic Director at Florida State University for ten years. He also served Florida State as an academic advisor and football coach from 1973 to 1980. Pendleton is a graduate of Florida State University and was enshrined in the Florida State University Athletics Hall of Fame in September, 2007. He is married and has one daughter, Karissa.



SPEAKERS



John David is the President & CEO of the Sports Events & Tourism Association (Sports ETA), the leading trade organization for the sports events and tourism industry. With over two decades of experience, he previously served as Chief Strategy Officer at USA BMX, where he helped double membership, triple revenue, and lead major initiatives, including the Olympic Trials and the development of the USA BMX headquarters and Hall of Fame.

John has served on the Sports ETA Board of Directors for over a decade and was named one of the most Influential Event Professionals for 2024 by Northstar Media Group. A respected leader in sports tourism, he continues to drive industry growth and innovation.

John David
President & CEO
Sports ETA



Adam Stoker is the co-founder, president and CEO of Brand Revolt, a full-service marketing agency specializing in developing bold and innovative marketing strategies that cultivate engaged audiences. For over 15 years, Adam has excelled in the leisure travel, stakeholder engagement and destination branding spheres.

Immersed in the world of tourism, Adam has spent time as a member of the Utah Tourism Industry Association Board. He is a frequent speaker and collaborator at industry events nationwide, speaking at the Destinations International Advocacy Summit, Kentucky Industry Annual Convention, One West Tourism Alliance Tech Summit, and many other conferences and events. A passionate thought leader in the world of owned media, Adam speaks on the power of branded content and the success his clients have seen with this bold strategy.

Adam Stoker
President & CEO
Brand Revolt

Adam is the host of the Destination Marketing Podcast, a weekly podcast with over 135,000 total listens that shares insights and experiences from worldwide industry professionals. Adam, alongside Visit Myrtle Beach's Stuart Butler, hosts Destination Discourse, a dynamic destination marketing show that explores key and even controversial industry topics with depth and expertise. Published in 2020, Adam's book, "Touchpoints: The Destination Marketer's Guide to Brand Evaluation and Enhancement" is available on Amazon.



SPEAKER



Rick Hatcher
President & CEO
Play Treasure Coast Sports

Rick Hatcher is the President/CEO of Play Treasure Coast Sports Tourism (formerly Treasure Coast Sports Commission) and a recognized leader in the sports tourism industry with over 26 years of experience. He oversees the marketing, promotion, and recruitment of sporting events that drive economic impact across Indian River, St. Lucie, and Martin counties on Florida's central east coast.

Rick was recently elected President of the Florida Sports Hall of Fame, which honors the state's greatest sports figures and promotes fitness, education, and youth engagement through sport.

Before leading Play Treasure Coast, Rick served as Director of Business Development for PSA Sports & Event Partners, collaborating with multiple USOC governing bodies on housing and site selection for regional, national, and international competitions.

He has also held executive roles with the Lexington Area Sports Authority, Bluegrass State Games (KY), and Tallahassee Sports Council (FL). He served as Chairman of the National Association of Sports Commissions (NASC), held two terms on its Board of Directors, and continues to serve on the NASC Leadership Council. He also chaired the Sports ETA Hall of Fame Committee and contributed to the National Congress of States and Florida Sports Foundation.

Before entering sports tourism, Rick was a pitching coach at the University of Tennessee, Georgia Tech, and the University of South Carolina. He played baseball at Florida State University (1979-1981) and later in the Atlanta Braves' minor league system. He competed in the 1980 NCAA College World Series as a player and returned in 1994 as an assistant coach with Georgia Tech, finishing as national runner-up.



SPEAKERS



Ed Griffith
General Manager
Hutchinson Resort & Spa

Ed Griffith is a seasoned hospitality professional with leadership experience at top brands including Interstate Hotels, Marriott, IHG, and Ocean Properties, where he currently serves as General Manager.

Beyond his professional role, Ed is deeply engaged in community and industry leadership. He is President of both the Entrepreneurship Foundation and the Martin County Hotel Motel Association, an advisor to the Martin County Tourist Development Council, and a Board Director for the Jensen Beach Chamber of Commerce.

Previously, he served as Chairman of the Martin County Convention and Visitors Bureau and President of the Jensen Beach Chamber. Ed is widely recognized for his commitment to tourism, hospitality, and regional economic development.



Ray Palmer
CEO
Pensacola Sports

Ray Palmer is the President and CEO of Pensacola Sports. Since joining the organization as Executive Director in 2002, Pensacola Sports, formerly Pensacola Sports Association, has seen unprecedented growth.

Focusing on event management, sports tourism and its community outreach programs, Ray has been instrumental in adding a high school all-star series, firefighter competition, road races, fishing tournament, open water swim, collegiate championships, various awards banquets and more to the long list of events now produced, hosted and supported by Pensacola Sports.

Ray has long been a servant to the community, having served on too many boards and having volunteered for too many causes, too numerous to mention them all. Notably, he is a past president and a Paul Harris Fellow of Five Flags Rotary and a recipient of the Florida Sports Leadership Award and the 2024 Florida Sports Foundation's prestigious Larry Pendleton award. Ray serves on numerous committees for Visit Pensacola and is currently on the Board of Directors as Immediate Past-Chairman for Sports ETA, the national Sports, Events and Tourism Association.

A very native Pensacolian, Ray enjoys spending time with his wife of 44 years, Susan, his three sons and their families – especially the now seven grandchildren. He enjoys any time on the water, playing both golf and tennis. Not surprisingly, he is passionate about all sports and is a tireless promoter of the Pensacola area to the outside world.



SPEAKER



Randy Sparks
CEO
Team IP

When it comes to amateur sports marketing and custom merchandising, Randy Sparks stands as a pioneering force. With more than 30 years of industry expertise, Randy has redefined the landscape of sports branding and event merchandising. As the founder and CEO of Team IP, he has combined visionary leadership with relentless innovation to propel his company to the forefront of the industry.

The Visionary Behind Team IP

Randy Sparks launched Team IP from his garage in Port St. Lucie, Florida, with a bold vision and commitment to excellence. Through strategic leadership and dedication, he grew it into a national leader in sports merchandising and event branding, known for quality, innovation, and success.

Team IP: Setting the Gold Standard in Event Branding

Under Randy's leadership, Team IP has become a national leader in branded merchandise and event solutions, serving over 2,800 events annually. Trusted by major clients like ESPN Events, NCAA Bowls, and the USOPC, Team IP is recognized as the top souvenir merchandiser in U.S. amateur sports. With three core divisions—Events, Corporate, and Digital—the company has earned five INC 500/5000 Awards for its growth and innovation.

Leadership Rooted in Resilience

Randy Sparks is guided by a mission to honor God in all he does—a principle that drives both his personal and professional life. His family remains central to his journey, with his wife, Carla, by his side, and their children thriving in digital marketing and healthcare. Randy's resilience and vision helped navigate Team IP through early challenges, establishing a culture rooted in purpose, innovation, and integrity.

An Advocate for Growth

Since 2018, Randy has served as a Board Member and Co-Chair of the Premier Group's Membership Committee, reflecting his commitment to collaboration, innovation, and raising industry standards in the apparel and promotional products sector.

Inspiring a Legacy of Excellence

Randy Sparks embodies vision, resilience, and strategic leadership. His entrepreneurial drive has shaped the sports marketing industry and inspired others through Team IP's success and his commitment to community impact via the Sparks Foundation.



SPEAKER



**Kayla Glazebrook, STS
Sports & Special Events
Program Coordinator
Florida's Sports Coast**

Kayla Glazebrook, STS, serves as a Sports & Special Event Program Coordinator for Florida's Sports Coast, Pasco County's Tourism Office where she plays a key role in promoting the region as a premier destination to host everything from traditional athletics to leisure sports. She brings 7 years of experience with Florida's Sports Coast, having joined the county in 2018. Kayla began her career as a Customer Service Specialist and through her hard-work, dedication, and passion, steadily advanced through roles as Project Coordinator II and III and grew both professionally and personally before stepping into her current position as Sports & Special Event Program Coordinator.

With a background in business and customer service, Kayla is committed to delivering exceptional support to event organizers and rights holders backed by her Sports Tourism Strategist (STS) certification and hands-on experience with more than 100 sports tourism events annually. Additionally, in 2023, she earned her Certified Autism Travel Professional designation, further demonstrating her dedication to inclusivity and accessible travel experiences for all visitors.

Known for her attention to detail and drive to create once-in-a-lifetime memories, Kayla ensures every event reflects the welcoming spirit of Florida's Sports Coast where sports are for all. Whether it's competitive play or casual recreation, she helps elevate every experience. Let's play!

Florida's Sports Coast Destination

Just north of Tampa, Florida's Sports Coast offers the perfect blend of adventure, relaxation, and charm. Only 30 minutes from Tampa International Airport, this vibrant destination features scenic parks, winding trails, serene waterways, and inviting waterfront towns. Whether you're ziplining, scallop diving, enjoying craft brews, or savoring local flavors, Florida's Sports Coast invites you to explore, unwind, and make lasting memories—your way.



SPEAKERS



Brandon Little
Sports Business
Development Manager
Daytona Area CVB

Brandon Little is the Senior Sales Manager for the Daytona Beach Area CVB and also in charge of Sports Business Development. He has now been with the CVB for six years and previously spent 14 years with Daytona International Speedway and NASCAR.

Born in Daytona Beach, Brandon has witnessed first hand the growth of the area and the exciting changes that have taken place. It's one of the many reasons he knew he wanted to find a job that showcased his destination.

Now a husband, and father of two, Brandon enjoys spending as much time with his family as possible. He loves seeing his kids exploring different sports such as softball, volleyball, and golf; with the last one maybe being his own choice.



Ryan Ritchie
Director
Discover Lake County

Ryan Ritchie is the Director of Discover Lake County, where he oversees tourism marketing, destination development, and capital projects. Since joining in 2022, he has led a successful rebrand, implemented a strategic marketing plan, and boosted tourism reserves by over \$9 million.

Under Ryan's leadership, Lake County has secured major sporting events—including NCAA golf and triathlon championships, the LPGA Epson Tour, and world waterski competitions—through key partnerships like the Greater Orlando Sports Commission.

Before joining Discover Lake County, Ryan was Deputy Parks and Recreation Director for Haines City and held tourism and event roles with Visit Central Florida, driving economic impact through sports tourism.

Ryan holds a B.S. in Sport Management from SUNY Cortland, an STS certification, and is active with SportsETA as a mentor and committee member. He has served on boards like kidsPACK, Inc., and is a graduate of the Northeast Polk Chamber Leadership Program.

Ryan brings over 15 years of experience in the public and tourism sectors and continues to be a passionate advocate for destination marketing and community-driven event development.



SPEAKER



Liese Abili
Consultant
EZ SPORTS

Liese Abili – Visionary Sports & Business Executive

Liese Abili is a dynamic leader in the global sports industry with over 15 years of experience in business development, sports management, and strategic partnerships. Known for his results-driven approach, he has secured major sponsorships, led high-impact events, and built international collaborations that drive economic growth and elevate brands worldwide.

As Vice President of Sports Development & Partnerships at the Florida Sports Foundation, Liese Abili was instrumental in growing Florida's sports industry economic impact by 170%, from \$54.6 billion to \$146.54 billion. He expanded partnerships across sectors, managed over \$12 million in grant funding for 500+ events, and helped position Florida as the #1 state for sports economic impact in the U.S. in 2023.

Liese transformed FSF's trade show strategy by launching a co-op and buy-in program that boosted Florida's global presence. He led major events like the AAU Junior Olympics, World Athletics Championships, and King of the Court, while also contributing to FIFA World Cup 2026 bid efforts and serving on the NFL Pro Bowl and Super Bowl Host Committees.

As founder of EZ Sport Service, Liese helps international sports organizations enter and thrive in the U.S. market. His firm has supported clients like BeStrong and the International Sports Convention with market strategies, grassroots programs, and sponsorship development. Fluent in English, French, Mandarin, and African languages, Liese leverages cultural fluency to build strong global partnerships.

Liese is also recognized for his public speaking and thought leadership, frequently engaging at global conferences and industry panels. He has led initiatives that bridge the gap between sports, business, and economic development, ensuring that organizations he works with are positioned for sustainable success.

With a Master's degree in Sports Management and a Bachelor's in Public Policy & Political Science, Liese blends strategic vision with operational excellence, continually shaping the future of sports business development. His work is driven by a passion for innovation, collaboration, and community impact, making him a transformative force in the industry.



OUR SPONSORS



CHAMPION LEVEL

Treasure Coast – Host Sponsor & Welcome Reception



ALL AMERICAN LEVEL

Team IP – Gold Rush Games
Florida's Sports Coast – Multi-Day Lunch
Kissimmee Sports – Rise & Grind Breakfast
Pensacola Sports – STS Certification Class



MVP LEVEL

St. Pete Clearwater – Overtime Networking
Daytona Beach – Anyone Can Golf
Polk County – Credentials



ELITE LEVEL

Panama City Beach – Real Fun Meetings
Visit Sarasota – Registration
Discover Lake County – State of the State
St. Pete Clearwater – Transportation
Pensacola Sports – Industry Roundtable



OTHER

AMI – Signage
Huddle Up Group – Mimosa Bar
One Hope Win – Wine Tasting
Punta Gorda – Extra Innings





FLORIDA'S HOME FOR CHAMPIONS

Inspiring active lifestyles through Olympic-style competition across the state.

For over 40 years, the Sunshine State Games has united Florida athletes of all ages to compete, connect, and embody the spirit of sportsmanship. Whether you're chasing medals or making memories, it's your time to Bring Your Game and shine.

Visit SunshineStateGames.com to explore events, get updates, and discover how you can be part of Florida's premier Olympic-style sports tradition.



**COME PLAY
IN FLORIDA**

PLAYINFLORIDA.COM



Bring Your Game. Live Your Best Life.

Ready to compete, connect, and celebrate healthy aging? Join thousands of athletes aged 50+ at the Florida Senior Games, an Olympic-style sports festival where passion meets performance.

Whether you're in it for the medals, the memories, or the motivation, the Florida Senior Games is your chance to Bring Your Game and be part of something bigger.

Presented by Humana and powered by the Florida Sports Foundation. Register today at FloridaSeniorGames.com.



**COME PLAY
IN FLORIDA**

PLAYINFLORIDA.COM



ATTENDEES LIST



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Brooke Barlow	brooke@airstreamventures.com	Visit Sebring	Florida Industry Partner
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