



2012 Super Bowl Committee hires local sports sales and marketing executive as Vice-President of Marketing

Indiana Sports Corporation veteran Brad Carlson will manage Host Committee Marketing

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The 2012 Indianapolis Super Bowl Host Committee continues to build its senior staff in preparation for bringing the nation's biggest sporting event to the Circle City – the Committee announced today that Brad Carlson will become its Vice-President of Marketing.

Carlson has served for the last six years as Vice-President of Business Development for Sport Graphics, helping grow the Indianapolis-based company into a national leader providing signage, creative and printing services to amateur and professional sports clients. Prior to his tenure at Sport Graphics, Brad was Vice-President of Marketing for the Indiana Sports Corporation for more than 15 years. During this time he led marketing, advertising and promotional activities for numerous national and international sporting events hosted in Indianapolis.

“Brad has built a network of relationships with the local and national media, sports organizations and our business community and civic leadership that will be invaluable to the Host Committee,” said Carolene Mays, who chairs the Host Committee’s Human Resources and Administration Committee. “He’s embraced the idea of a very collaborative relationship with the individual working committees that will comprise the full Host Committee, and will play a critical role in getting our message out to the community here and our national audience.”

“Of course, the Super Bowl is an amazing opportunity for our region, and its generated incredible public interest,” said Allison Melangton, President of the Host Committee. “Brad shares our goal of truly making this the community’s Super Bowl – that means a strong communications effort and finding creative ways to get more people involved. His previous work with the Indiana Sports Corporation also means he’s familiar with how local organizing committees function and the unique challenges of marketing large events – he’s a perfect fit and we’re excited to have him on board.”