

Sports Marketing Firm Sports Marketing Partners, LLC Officially Launches

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Seattle, WA ([PRWEB](#)) January 14, 2014 -- Sports Marketing Partners, LLC, better known as SMP, has officially launched in Seattle, WA. The firm is a sports marketing and consulting company with expertise in athlete branding and partnerships, digital and social marketing and sports content rights management.

SMP is headquartered in Seattle, WA and also has operations in Miami, FL.

“I am excited to announce the official launch of SMP,” said Steve Schwartz, Principal and Founder of the company. “The interest in sports, in all aspects, is growing at historic levels. The value of unique sports content continues to appreciate and the explosion of social marketing has provided professional athletes with a platform to develop their personal brands like never before. In this climate, SMP is ready to help clients to successfully capitalize on the popularity of sports in our culture.”

SMP will specialize in athlete brand building, sports media rights management, team sponsorship and player endorsement, digital marketing and content, public relations, strategy & planning and social media.

“The average career of a professional athlete is very short and SMP can help clients maximize their limited window. I am happy to be part of a company that creates strategies around athletes building and maximizing their personal brands,” said Allen Levin, SMP’s Community Director.

The sports marketing firm has done several successful case studies with current and former professional athletes and has seen the opportunity in marketing and branding for sports stars.

“What makes SMP unique is that they first listen closely to their clients’ unique goals and then build a custom strategic plan for the client to achieve those goals,” Seattle Seahawks wide receiver Doug Baldwin said. “I have a number of post-playing career aspirations, and SMP is helping me get prepared to accomplish those goals.”

Steve Schwartz is an accomplished sales and marketing executive. His experience includes senior sales and marketing responsibilities at Fortune 500 companies DIRECTV PepsiCo and DISH Network. In his most recent role with DIRECTV Sports Networks, he was responsible for negotiating network distribution rights with national cable and satellite television distributors for ROOT Sports cable networks that broadcast MLB, NBA, NHL and major college football and basketball content.

For more information, please visit <http://www.linkedin.com/company/sports-marketing-partners>.



Contact Information

Allen Levin

Sports Marketing Partners

561-926-4525

Online Web 2.0 Version

You can read the online version of this press release [here](#).