



Dear Editor/Producer:

Few small companies in the grassroots/recreational sports marketing business have had more impact and success in the industry than Exclusive Sports Marketing, Inc. (ESM). What started out as one man's vision, with respect to make a living in sports, a business that he loved, developed eventually into an industry leader, that at its peak was a company that produced 30+ events a year,, and...

STEVE TEBON was the visionary behind ESM. After three decades as a highly successful sports marketer and entrepreneur, Tebon has a lot to share. ***Game On: The Power of the Sports Marketing Deal***, chronicles Tebon's leadership of Exclusive Sports Marketing, the company he founded and led for 23 years, before selling ESM in a multi-million dollar deal in 2006.

Game On: The Power of the Sports Marketing Deal provides rare insight into one of the most overlooked, but biggest sports marketing industries: grassroots, recreational sports. Using case studies and interviews with high level executives, Tebon reveals how he was able to close sponsorship deals with corporate leaders such as Anheuser-Busch, Coca-Cola, Nestle Brands, Toyota, and Nike, for ESM's highly respected grassroots triathlon, beach volleyball, and basketball programs.

Tebon also discusses the cutting-edge marketing and promotional plans his company developed, the importance of "5-Star" customer service, and the value of establishing and maintaining relationships. The book also takes a look at the challenges faced by sports marketers, how they can be overcome, and what the small business owner needs to focus on to insure company stability and growth.

Each chapter features one of ESM's highly respected grassroots sports programs, or a look at one of the business philosophies that enabled Tebon and his company to be looked upon as the gold standard among sales-focused CEO's and recreational event promoters from 1992 – 2006.

With a foreword by Dave Scott, a 6-Time Hawaiian Ironman World Champion and highly sought after coach and speaker, ***Game On*** is a must read for modern day sports marketers, business entrepreneurs, and students interested in the sports and events industry.

Thanks for your time, and please let me know if you would like to set up an interview with Steve Tebon.

Best Regards –

T.J. Cesarz
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