

ELEVATION CONSULTING GROUP, LLC

Eric A. Williamson, Co-Founder/President



Eric specializes in corporate sponsorship and partnership development. Eric has been a leader and business professional for over 25 years. For the last 15 years he has solely focused on his passion for sales, marketing and sponsorship; generating millions of dollars for his clients.

He has worked with a wide variety of brands to enhance partnerships that not only increase the value of their brands, but also solidify the loyalty of their customer base. Eric is an expert in the acquisition, activation and fulfillment of sponsorships from entry level to over \$1 Million. Some of the organizations of note include IMG College, Learfield Sports Properties, the Portland Trailblazers, CNN, the Dallas Wings, AT&T, Coke, Gatorade, Adidas, UPS, FEDEX, Anheuser Busch and Miller-Coors.

Eric has also worked with non-profit organizations like the American Heart Association, Salvation Army, Habitat for Humanity, the United Way and the Susan G. Comen Foundation. Other partners include local and federal government organizations like the City of Troy, the City of San Antonio, and the U.S. Army, Navy, Air Force and Marines.

Eric's focus is the meaningful engagement of new and existing strategic partners to drive business value across all platforms for his clients. He brings his diverse background to further elevate brands through a wide array of communication & marketing strategies, analytics, opportunities to leverage brand exposure and broadening corporate and community partnerships.