



LVE Employee Spotlight

Bo Gardner, VP – Corporate Marketing General Manager, Junior World Finals

Bo Gardner originates from Buckeye Lake, Ohio where he worked for the family grocery business while being active with school, sports and showing horses. After graduating Bo followed

the OQHA circuit vying for an invite to the World Finals where he placed 9th. With this success in his horsemanship and academics, Bo received a scholarship from the American Quarter Horse Association and attended The Ohio



State University in Business Management. Since 1992, Bo worked for two different

Anheuser
Busch
Wholesalers
specializing



in Sales and Marketing in Ohio and most recently with Nevada Beverage Company. A few of Bo's responsibilities included coordinating and implementing brand sponsorships in the local Las Vegas market with events such as the Bud Light PBR World Finals, Budweiser World Cup and the Busch NASCAR Series. He also enjoyed developing Ambassador partnerships with entertainers such as Tim McGraw, Dierks Bentley, Kevin Spacey and Tuff Hedeman.

With these special events and as the Director of On Premise, Bo was privileged to work with most of the Hotel Casino properties, special event venues and festival sites developing and executing partnerships through local and national programs. Securing building and venue partnerships with

the Thomas & Mack Center, House of Blues, Orleans Arena, Mandalay Bay and the South Point Arena all fell under Bo's leadership.

During his tenure at LVE, Bo and his team are heavily involved with the NFR and further developing the NFR Experience. A key initiative was to develop incremental sponsorship opportunities with the NFR and NFR Experience. The development of the Junior World Finals, incremental



opportunities with the Rodeo Live Stage and the demand for exhibit space within Cowboy Christmas have all played a role in the success of securing NFR Experience sponsorships. Bo and his team work directly with the LVE Marketing team creating sponsorable assets such as the NFR Extra podcast, NFR Blvd, NFR Rewind and the NFR

Fan Guide. Another new initiative for our NFR Hotel Partners is to assist to create, implement and execute custom plans using the NFR Experience.



In addition, Bo works with his team and senior staff connecting various other events such as the PAC-12 and Mountain West Basketball tournaments and other potential NCAA regional hockey and basketball tournaments. These events all require maintaining relationships with each of the hotel casinos and their various department heads along with corporate sponsors and promoters.

With this job, Bo enjoys all the social elements attending PRCA functions including rodeos, NFR meetings and other western lifestyle events. He enjoys outdoor activities such as golf, fishing, ATV's, camping and any opportunity to ride a horse.



THE GARDNER FILE
Born: December 21, 1964

FAVORITE QUOTE

"The secret of getting ahead is getting started."

– Mark Twain