



LVE Employee Spotlight

Bo Gardner, VP – Corporate Sponsorships

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 Uni-



versity 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 has been heavily involved with the NFR and further developing the NFR Experience. A key initiative was to establish incremental sponsorship opportunities with the NFR. The development of Cowboy FanFest presents these opportunities and the entire LVE team has each played a role with its success. Bo and his team manage all sponsorships, programming, layout and the 2-week execution of the 100,000 sq. ft. of interactive experience.



In addition, Bo works with his team and senior staff connecting various other events such as the PAC-12 and Moun-

tain West Basketball tournaments, UFC Fight Week, NASCAR Champions Weekend and the FEI World Cup. 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 related to each of the events but he also serves as the President of his HOA and has recently taken up the game of Golf with weekly lessons and league play. He still enjoys riding horses (mostly cutting) and was humbled this year with an invite to the Rancheros Visitadores Ride in Northern California.



THE GARDNER FILE

Born: December 21, 1964

Family: Tre Gardner (wife)

FAVORITE QUOTE

"The secret of getting ahead is getting started."

– Mark Twain