

# MAJOR CITY-WIDE BID EVENTS PANEL

## **SOUTHERN NEVADA** SPORTING EVENT COMMITTEE

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## Major City-wide Events Panel

### **Sam Joffray**

Senior Vice President - Communications, Greater New Orleans Sports Foundation



#### **Biography:**

Since joining the Greater New Orleans Sports Foundation staff in 2000, Joffray has coordinated all communications for the organization and the events it hosts, including serving as the associate executive director for the 2013 Super Bowl Host Committee and local host liaison and executive director of WrestleManias XXX, in 2014, and XXXIV in 2018. As senior vice president of communications, he also leads event sales efforts for the organization, managing competitive bid processes that attract sporting events of all sizes to the City of New Orleans, including multiple NBA All Star Games, Final Fours, and the most announcement of Super Bowl LVIII, in 2024, marking a record 11th Super Bowl for

New Orleans. Joffray's management experience for major sporting events has also extended to providing contract services for the National Football League, where he has innovated, designed, and implemented media communications services and support for the 5,000 plus members of the media covering the past 21 consecutive Super Bowls, since 1997.

### **Adam Kerns**

Director, Conventions, Sports & Leisure International



#### **Biography:**

Adam Kerns serves as a director for Conventions, Sports and Leisure (CSL), an advisory and planning firm specializing in the sport, convention, entertainment and tourism industries. He brings more than 13 years of experience in the sports industry to the committee. Kerns has comprehensive experience providing a variety of research and consulting services, including market and financial feasibility, primary market research and analysis, economic and fiscal impact studies, and funding analysis. In 2015, he was a featured presenter at the Goldman Sachs Business of Football Conference in London. In

total, Kerns has completed over 200 projects for a variety of sports and entertainment sectors including professional sports franchises, collegiate athletic departments, municipalities and public authorities, and private real estate development firms. Prior to joining CSL, Kerns worked in the media relations departments of the Houston Astros and the Texas Rangers, serving as a statistical analyst and a liaison between the organization and the media.



## Frank Supovitz

President & Chief Experience Officer, Fast Traffic Events and Entertainment



### **Biography:**

For more than 25 years, Frank Supovitz has been at the helm of some of the world's most prestigious, widely-viewed and well-attended sports and entertainment events. In 2014, he launched Fast Traffic, an innovative event management, consulting and production company based in New York. Fast Traffic's current projects include producing the pre-race show for the 103<sup>rd</sup> running of the Indianapolis 500, the launch of the new Pier 17 Rooftop at New York City's South Street Seaport, planning for the NFL Centennial celebration for the Pro Football Hall of Fame and business development in the United States for the Beach Volleyball Major Series. Recent clients have also included the National Rugby League in Sydney, the BIG EAST Conference, the Greater Fort Lauderdale Convention and Visitors Bureau and the NBA Milwaukee Bucks. Supovitz served as senior vice president of events for the National Football League for nearly a decade, overseeing the meteoric growth of Super Bowl, Pro Bowl and the NFL Draft. Prior to joining the NFL, he led the National Hockey League's Events and Entertainment department from 1992 to 2005, managing and producing the NHL All-Star Weekend, the Stanley Cup Finals, the NHL Awards Show and international competitions across the globe in Canada, Europe and Japan. Together with the Edmonton Oilers, he developed the NHL Heritage Classic in 2003, the first stadium-based outdoor pro hockey game and forerunner of the spectacularly successful NHL Winter Classic. Supovitz also served as director of special events for Radio City Music Hall Productions, and his past credits include the Presidential Bicentennial Procession in New York, the 1990 Goodwill Games Welcoming Ceremonies in Seattle, the Stanford University Centennial and the Bicentennial of the U.S. Constitution in Philadelphia.