

Tiny Desk Contest

Millions turn to NPR Music's Tiny Desk Concerts to discover musicians, like Maggie Rogers and Anderson.Paak, before they become household names. In 2015, NPR Music launched the Tiny Desk Contest — a nationwide search for new, undiscovered artists.

Since its launch, Tiny Desk Contest has discovered two-time Grammy-Winner Fantastic Negrito and Grammy-Nominee Tank and the Bangas; evolved into a multi-city tour and cross-platform media experience; and become a critical revenue driver for NPR Events. I led sponsorship strategy for the event series growing the series into a six-figure, cross-platform package in under four years.

As project lead, I::

- Expanded sponsorship offerings related to event series and drove an average of 20% YOY revenue growth
- Led internal conversations with NPR senior leadership related to new sponsorship offerings and sponsored event activation
- Led client pitches and negotiations, including direct management of multi-year sponsor Lagunitas Brewing Company
- Managed team overseeing sponsor onsite activation and integration in associated media assets
- Led creative development for sponsor activations
- Produced comprehensive sponsorship delivery reports

