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FORT WORTH CONVENTION & VISITORS BUREAU NAMES NEW SPORTS MARKETING DIRECTOR

Jason A. Sands joins FWCVB from Evansville Sports Corporation

FORT WORTH, Texas (May 8, 2017) — The Fort Worth Convention & Visitors Bureau (FWCVB) has announced Jason A. Sands, as the new Sports Marketing Director. Sands began his new position on May 1, 2017.

Sands previously served as the Executive Director of the Evansville Sports Corporation for four years. During this time, Sands secured and managed a variety of top-notch sporting events including: NCAA Division II Men's Basketball Elite Eight and National Championship 2014 & 15; NCAA Division II Men's and Women's Cross Country Midwest Regionals 2014-2016; the 10th Annual U.S. Figure Skating National Theatre on Ice Competition 2017; the National Softball Association Girls Fast Pitch 'B' World Series and many more.

"I am pleased to announce Jason Sands as the newest member of the Fort Worth CVB team," said John Cychol, vice president of meeting sales. "Jason's expertise is a great asset to our sports marketing efforts as we continue to foster an even stronger culture of sports within our community."

A graduate of Indiana University, Sands received a Certified Sports Event Executive accreditation from the National Association of Sports Commissions and served on the founding board of directors of Sports Indiana. Sands also spent time as the Director of Sponsorship and Marketing for the EVP Pro Beach Volleyball Tour and as the Director of Sports Development at the South Shore Convention & Visitors Authority.

The FWCVB created the Fort Worth Sports Marketing department to support this growth area of the city. Since the launch, Fort Worth Sports Marketing has been recognized nationally for hosting the 2015 and 2016 NCAA Women's Gymnastics Championships. Fort Worth Sports Marketing was instrumental in bringing the 2019, 2020, 2021, 2022 Women's Gymnastics National Championship and 2022 DI Men's Basketball Rounds 1&2 to the new Dickies Arena.

As the Sports Marketing Director, Sands will lead efforts to further distinguish Fort Worth as a leading sports destination by attracting new events and cultivating resources that support youth, amateur and college competition.

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The FWCVB is the official destination marketing organization of the 16th-largest city in the United States, dedicated to promoting Fort Worth as a premier business and leisure destination with thriving centers of culture and commerce. A sports fan's paradise, Fort Worth is home to Texas Motor Speedway – host to "Big Hoss, the world's largest HD video board" as well as dozens of races a year, including Texas' largest-attended, single-day sporting event, Duck Commander 500. The famed Fort Worth Stockyards National Historic District serves as a venue for some of the best rodeo acts in the country, and the whole city goes purple on Texas Christian University's (TCU) game days. For more information, visit www.FortWorth.com.