

KEVIN BARTRAM



Cultivates long-term strategic alliances and partner ecosystems that drive the economy, generate growth and advance social change.

For more than 30 years, Kevin Bartram, Founder and Principal of Bartram Partnerships, has been creating cutting-edge strategies that power economic growth and inspire social responsibility through high-impact, cost-efficient, integrated marketing and partnership programs. An exceptional business strategist, independent consultant, and marketing leader, Kevin consistently delivers award-winning experiential marketing initiatives, cultural and social impact event planning, partnership development, and go-to-market strategy across philanthropic foundations, government, media, private business, and corporate channels.



**Bartram
Partnerships**

Throughout his career, Kevin Bartram's primary passion has been promoting positive social action that supports meaningful change. Deeply committed to building strong communities, he founded Bartram Partnerships, a firm dedicated to driving economic growth, fiscal strength, and civic engagement through strategic alliances. Connecting like-minded people and companies, Bartram Partnerships has established itself as an innovative, high-impact consultancy that has led to over \$1 billion in economic impact in the greater San Francisco area.

As Bartram Partnership's lead strategist, Kevin supplies the experience, networks, and tools to assist organizations and properties address mission-critical endeavors. He furnishes problem-solving, data gathering, and business insight expertise through reasoned analyses of trends and patterns that impact a client's decision-making processes. He connects clients through his wide network of thought leaders, elected officials, media outlets, and organizations that can positively influence public perception and audience engagement.

Currently leading corporate partnership development for downtown San Francisco's revitalization efforts, Kevin is working with clients Union Square Alliance, East Cut CBD, Children's Creativity Museum, Into the Streets and Motiv Sports/Bay to Breakers in coordination with the San Francisco City Hall and SF Chamber of Commerce.

Kevin's ability to develop and position the value of a property, a brand, or a program of any size has established scores of profitable and purposeful partnerships. He creates, produces, and implements major events, high-impact social cause programs, new-venue naming rights, sponsorships, and other initiatives that address a client's needs while driving economic impact.

His revenue generation and funding initiatives include forging partnerships for the Golden Gate Bridge's 75th Anniversary celebration, which generated capital for the new visitor's center, trail improvements, and its' historic fireworks show. Kevin has worked with PG&E for more than a decade, advancing groundbreaking sustainability and community engagement. During his service as Interim SVP of Sports Sponsorships for George P. Johnson, a leading global experiential agency, he oversaw the Pepsi Fan Deck at Levi's Stadium program, which won a Clio for Experiential Activation.

Through Bartram Partnerships, Kevin drives action that addresses one of the most vital issues of our time: climate change and its impact. He has tackled climate and sustainability issues, furthering green action through brand partnerships with the SF Giants, Sonoma Raceway, Mill Valley Film Festival, Outside Lands Music Festival, CA Academy of Sciences, and the Exploratorium. He crafts sustainability messaging for green product development through work with organizations and sponsored properties that are active or seeking to be better positioned in the environmental space. Kevin also works with innovative brands such as Impossible Foods, for which he developed a revolutionary sponsorship, becoming the official burger of the Seattle Kraken hockey team and Climate Pledge Arena.

Kevin holds a Master of Arts (MA) in Mass Media Management from California State University (CSU) Fresno, and a Bachelor of Arts (BA) in Mass Communications and Political Science from the University of the Pacific, Stockton, CA. From his roots in the working-class neighborhoods of California's Central Valley to the founding of Bartram Partnerships, LLC, Kevin considers himself fortunate in turning a lifelong passion to create a better world into a lifelong career.