

“Doing Whatever It Takes To Win”

How does he do it?

Presentations

Undoubtedly America’s leading expert in the business of sports, Rick Horrow has been the ‘architect’ of more than 103 deals worth over \$13 billion in sports, performing arts and other urban infrastructure projects in the U.S. in the past few years.

In the high-octane world where big business, big politics and big sports meet, where multi-million dollar deals are sealed with a handshake or scuttled because of personal vendettas, the consummate negotiator, Horrow, moves with ease. While other speakers talk about leadership, Rick models it.

Rick has developed a set of proven principles that provide his audiences with a play-by-play game plan, replete with personal examples delivering not only winning solutions but also win/win options.

Through keynote presentations, consulting services, his groundbreaking book *When the Game is on the Line* and his weekly commentaries on CNN, CNBC, and FOX Sports, Rick details his strategies for consensus building, successful negotiating, forming productive partnerships, and leaving a lasting legacy.

Rick’s key principles of Vision, Action and Dedication are inspiring and relevant to successful performance on any playing field. He customizes his message to fit your specific need for an opening or closing keynote address, a half-day seminar, or a small group consulting setting. He draws upon current issues from the national and international stage to local controversies and ties them back to your organization’s reality.



WHEN THE GAME IS ON THE LINE.

"Thanks for your presentation last night. All of the feedback was excellent, the discussion was lively, and I loved your set of principals. Let's see how many I can use over the next year. A good New Year's resolution!"

-- Ray Leightman,
President, Northern Trust Bank

"I've seen firsthand what Rick Horrow can accomplish by developing consensus between teams and their communities. He is truly an ally in business, and in his dedication to providing a unique entertainment experience to sports fanatics everywhere."

-- Jeff Lurie,
Owner and Chief Executive Officer,
Philadelphia Eagles

For more information on keynotes, workshops and consulting:

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The man who brought the Heat to Miami and NASCAR to Kansas City reveals the people, politics and power plays behind the biggest sports deals of the past twenty years in *When The Game Is On The Line.*



**HEAR
THE REAL
GAME PLAN**

From the author of
WHEN THE GAME IS ON THE LINE