



Sylvia Allen

Special Projects Consultant

Work Experience:

Sylvia Allen, President of Allen Consulting located in Holmdel, NJ has run her business for 36 years. Her marketing and public relations firm has produced more than 100 events per year and raises more than \$1 million worth of sponsorships for her clients each year. She was on the faculty at New York University for 20 years and has taught seminars on sponsorship and sales around the world.

Considered one of the world's sponsorship experts, she is the author of HOW TO BE SUCCESSFUL AT SPONSORSHIP SALES and A WOMAN'S GUIDE TO SALES SUCCESS. Allen has received numerous awards and honors, including being named to the International Festivals and Events Association Hall of Fame; honored as one of the Top 50 Women in Business in New Jersey; named Garden State Woman of the Year; and was recipient of the Humanitarian of the Year Award for her work with Sylvia's Children, a 501(c)3 organization she founded 11 years ago to help orphans in Uganda.

Education

- MA, Empire State College, Culture and Policy, Cum Laude
- BA, University of Minnesota, Speech/Theatre Arts

Academics

- New York University, Management Institute: Adjunct Associate Professor of Marketing and Program Advisor
- International Institute for Research: Workshop Leader
- International Festivals and Events Seminar Leader
- National Main Street Program: Workshop Leader
- Brookdale College: How to Build a Successful Consulting Business
- Speaker NJ Governor's Conference 2005; 2006
- New School for Social Research: Adjunct Assistant Professor
- Radio Advertising Bureau
- Developed Sports, Entertainment and Events Marketing program for Rutgers, New Jersey's State University
- Main Street State conferences: New Jersey, Iowa, Illinois, California; Michigan; Oklahoma; Indiana
- Professional Associations: Florida Festivals and Events Association, Michigan Festivals & Events Association, California Festivals and Events Association, International Association of Amusement Parks & Attractions, National Park and Recreation Association, Mississippi Main Street, New Jersey Society of Association Executives, Michigan Society of Association Executives, New Jersey Education Assn.

Representative Experience

Marketing Positions

Developed marketing, public relations, advertising and sponsorship programs for a diversity of clients including Qwest Dex, AT&T, Silver Fox Club, the Garden State Arts Center, Pan American Sports, Riverfest, and numerous New York and New Jersey Downtown Improvement Associations.

Awards and Honors

- 2011 Outstanding Philanthropist of the Year AFP
- 2010 Holmdel Journal Business of the Year
- 2010 Top 100 in the Energizer Keep Going Hall of Fame
- 2010 New Jersey Governor's Award for Volunteerism
- 2009 MDA Visions of Hope award
- 2009 Girl Scouts Woman of Distinction award
- 2008 Senior of Distinction Award SCAN
- 2007 Top 50 Women in Business in NJ award
- 2007 Humanitarian of the Year award
- 2007 Garden State Women Owned Business of the Year
- 2006 ATHENA Award
- 2005 International Festivals and Events Hall of Fame
- Downtown New Jersey Awards: Highlands 2001, Keyport 2004
- 2003 CAMA Gold award Highlands' event marketing program
- 2003 Governor's Conference on Travel & Tourism Gold award
- Crystal Beacon Award, 2003, Business

Advocate of the Bayshore

- Pyramid award, 2000

Board Positions (past & present)

- Co-founder, Women in Sports and Events (WISE)
- Past President, Jersey Shore Public Relations and Advertising Association
- Past President, Tower Hill Choir
- Chair, Marketing Advisory Committee, Family and Children's Service
- Board Member, Monmouth County Arts Council
- Chair, Sponsorship Committee, The Solomon R. Guggenheim Museum
- Treasurer, Mid-Atlantic Festivals and Events Association
- Past member, Business Advisory Committee, Guggenheim
- Past member, Advisory Board, National Sports Marketing Network
- Board of Directors, Bike New York, Inc.
- President, Asbury Park Repertory Theatre Company
- Founder and President, Sylvia's Children, Inc.
- Chairperson, Mission Committee, Holmdel Community United Church of Christ
- President, Assn. for Promotion of Tourism in Africa, NE chapter

Publications

Sylvia has authored 5 books and has written numerous magazine and newspaper articles about marketing, management and sponsorship.