



Phil Bouffard – Managing Director, Paquin Partnerships

Phil is an experienced sponsorship marketing professional, with over \$100M in sponsorship sales and execution experience. He has represented and worked with some of the largest entertainment brands in the country - including the Toronto Maple Leafs, Toronto Raptors, the NBA and Live Nation – partnering them with the largest brands in the country. He has recently launched a new Partnerships Division at Paquin Entertainment Group, where he leads a team focused on creating new-age partnerships with live entertainment properties and blue chip brands across North America.