



ALY EHLINGER

DIRECTOR OF SPORTS & ENTERTAINMENT

Aly Ehlinger is the Director of Sports & Entertainment at Capture where she works closely with clients and oversees the creative curation and execution of events. Her extensive experience allows her to identify opportunities for her clients, with a focus on revenue growth and charitable endeavors.

Previously, Aly worked at C3 Presents for 16 years as a Talent Buyer and Senior Artist Relations Manager, witnessing the massive growth of the organization and eventual Live Nation acquisition. As a Talent Buyer, she procured high profile talent and negotiated contracts on behalf of clients like the NFL, The University of Texas, The White House, Ticketmaster, SXSW, Red Bull, The Cosmopolitan Las Vegas, and Caesars Entertainment. As the Senior Artist Relations Manager, she oversaw all artist hospitality and logistics for a variety of domestic and international festival properties including Lollapalooza, Austin City Limits, Auckland City Limits, FORMAT Festival, and others. Aly was also an integral player in launching C3 Management's Athletes division, where she focused on athlete management, brand strategy, and Esports and gaming initiatives.

When she's not listening to Florence + The Machine, you can catch her spending time with her family, watching sports, talking about how she bleeds burnt orange and loves The University of Texas, or hanging at a park with her dogs, Kiwi & Callie.

