



AMY KROEGER

DIRECTOR OF PARTNERSHIPS

Amy Kroeger is the director of partnerships for Capture Sports & Entertainment and provides the team with a strategic approach to building lasting relationships with clients and partners.

Previously she was with Good Karma Brands/ESPN Wisconsin where she developed relationships with local and national businesses and worked to create successful, customized marketing solutions utilizing the ESPN platform. Through this position, Amy was involved with the Wisconsin Sports Awards, Tundra Trio and additional ESPN signature events. With a passion for connecting partners with local charities, Amy has worked with a variety of clients to support their philanthropic initiatives. This work included a three-year relationship with the Vince Lombardi Cancer Foundation, a Capture client. Amy's work with ESPN, including The Bog, Milwaukee Bucks and the Vince Lombardi Cancer Foundation, led her to the opportunity to join the Capture team.

Amy's past experience provides her with a strong understanding for event sponsorships. She works diligently to meet client's goals and increase overall brand awareness. Managing partner relationships at Capture, Amy is responsible for communicating with partners, determining unique and authentic sponsorship opportunities and ensuring all objectives are met.

Out of the office, she enjoys long walks on the beach, sunsets and sarcasm. Most of all, she loves spending time with her husband, daughter, son and traveling this amazing world.

