



Patrick Steenberge ▪ President / Founder Global Football ▪ Granbury, TX

A native of Erie, PA, High School All-American at Cathedral Prep, Patrick Steenberge played quarterback and lettered two seasons under Coach Ara Parseghian at Notre Dame, while earning his marketing degree. He boasts over 40 years of business background, having specialized in communications, special events production, international travel, and marketing.

Under his leadership, Global Football Inc created and managed the NFL Global Junior Championship at Super Bowls from 1997 to 2007, the Aztec Bowl in Mexico from 1997 to 2007 and the Tazon de Estrellas since 2009. Global Football staged the first-ever game of American football to be played between two college teams on the African continent when Tanzania hosted the Global Kilimanjaro Bowl in 2011. The Global Ireland Football Tournament 2012 attracted more than



12,000 spectators to three venues in and around Dublin as 12 high school and college teams from the United States and Canada traveled with Global Football to the Emerald Isle. Through this event the world's largest amateur athletic association, the GAA (Gaelic Athletic Association) has asked Steenberge to assist with efforts for the 2014 Croke Park Classic, featuring Penn State and U Central Florida.

Steenberge has also orchestrated football tours to 23 different nations, plus America, including: England, France, Belgium, Czech Republic, Norway, Sweden, Finland, Russia, Germany, Austria, Ireland, Spain, Italy, Denmark, Scotland, Switzerland, Canada, Australia, Japan, Argentina, Panama, Mexico and Tanzania. He partnered with Jafa to create and produce the Global Challenge Bowl Kawasaki in 2008 and 2009. In July 2010 the Notre Dame Football Legends, with head coach Lou Holtz, traveled to Tokyo to play the Japan National Team in the Notre Dame Japan Bowl, an event Steenberge created in partnership with Japanese associates and Notre Dame.

In 2003 he introduced the Notre Dame Football Fantasy camp, providing dreamers with the chance to live their fantasy of actually playing football at Notre Dame. A similar fantasy camp was established at Penn State in 2006. Patrick helped coordinate the Notre Dame Alumni Football Team Tour and Game in Hamburg, Germany in July 2000.

He has developed working relationships with the top football organizations in the world, including: American Football Coaches Association (AFCA), NFL International, NFL Super Bowl Host Committees, USA Football, Pop Warner Little Scholars, Inc., International Federation of American Football (IFAF), European Federation of American Football (EFAF), Mexican Federation of American Football (FMFA), Japan American Football Association (Jafa), National Football Federation of Canada (NFFC), Tanzanian Sports Council, and many others.

WORK HISTORY:

- 1973-74 Account Executive, Petry TV, New York
TV ad sales rep firm handling 33 stations nationwide, served as the youngest in company history to be employed by this innovative company.
- 1975-76 Sales Manager, KTCL Radio, Fort Collins, Colorado
An integral part of the start-up team that created the 'Progressive Sound for Northern Colorado', having convinced the venerable Kansas owner, Alf Landon, that FM music would work in this college market. Managed a sales group as well as promotions and on-air talent.
- 1977 13-month independent travel throughout Central and South America, which spurred interest in the cultures, lands and language of the areas.
- 1978-81 Managing Partner, High Country Passage Fort Collins, Colorado
Prior to the term 'ecotourism', along with longtime partner Tom Peirce, formed a groundbreaking industry leader in international travel and experiential learning, while caring for the wild areas in which we traveled. Key destinations included Guatemala, Peru and Hawaii.
- 1971-85 Counselor/Program Director, Vision Quest Tucson, Arizona
Worked in challenging settings like wilderness camps, ranches and group homes with teenagers who were court placed due to multiple criminal offenses. The 'wagon train' setting was an especially tough management position, with responsibility for 40 troubled youth, 30 staff (some of them troubled), 12 vehicles and trailers, 20 covered wagons, 40 head of mules, 30 horses, teachers, nurse, etc. The ultimate managerial training experience!
- 1986-95 Directory of Marketing, National Cutting Horse Association, FortWorth Tx.
Created the marketing position for this high-end western equine sport association, handling sponsorship sales, promotions, television broadcasting, celebrity events and international development. During the 9 years there revenue from marketing went from \$0 to over \$2 million annually. TV exposure included an annual ESPN special which Patrick produced as well as acting as the on-air talent.
- 1996-present Founder and President, Global Football
The world's largest exporter of American football amateur events, having created and produced educational football tours and games in 23 countries on 6 continents. In addition, other sports teams such as swimming, soccer, rugby, lacrosse and basketball have been part of the operation. Specialized outdoor adventure tours, especially those focused around Wilderness Medicine, are now being developed.

CONTACT INFORMATION:

globalfootball.com patrick@globalfootball.com 817.219.7374

Media Representative- Michael Preston mp@mprestonsports.com 781.363.0305