



From the Gridiron to the Show Floor: Winning Strategies for Sponsorship

Dave Spadaro
Philadelphia Eagles Insider



Dave Spadaro has been the Philadelphia Eagles Insider since joining the organization in 1997 and has been a voice of the organization and a presence connecting the Eagles and the fans in just about every imaginable way. The highlight of his Eagles career has been when Dave emceed the Parade of Champions at the Philadelphia Museum of Art following the Eagles' win in Super Bowl LII in February, 2018.

Philadelphia Eagles fans have followed Dave's messages since he started Eagles Digest, a team fan newspaper, in 1989, and he is prominent in the region and nationally providing his unique insight on the team across all platforms.

Brian Napoli
Senior Vice President, Corporate Partnerships
Philadelphia Eagles



Brian Napoli was named the Philadelphia Eagles' senior vice president, corporate partnerships during the 2023 offseason. Previously, he served as vice president of corporate partnership sales from 2016-23 and as director of corporate partnership sales from 2010-16.

In his role, Napoli oversees the sales and activation teams and is responsible for strategizing on partner campaigns, maximizing partnership opportunities, and creating an environment for sales and activation to deliver best-in-class marketing solutions for partners. He played an integral role in the naming rights extension of Lincoln Financial Field in 2019, which stands as one of the longest stadium naming rights relationships in the NFL.

Napoli's involvement in forging new, innovative partnerships has helped enhance the organization's community impact, as well as their award-winning Go Green program. He also assists in building the team's international brand in Australia, Ghana, New Zealand, and Brazil through strategic efforts supporting the NFL's Global Markets Program. Before joining the Eagles, Napoli worked for Sports Radio WEEI in advertising and play-by-play sales for the Boston Red Sox and Boston Celtics Radio Networks.

A native of Vineland, NJ, Napoli graduated from Boston College with a bachelor's degree in communication in 2002. He and his wife, Sarah, reside in the Philadelphia area with their two daughters, Claire and Nora.