

A Bright Idea launches sports arm

A Bright Idea, LLC, a Bel Air based advertising and public relations firm serving government, private sector and non-profit clients, has created a sports marketing arm.

Company President and founder Anita Brightman announced in October that husband T. J. Brightman had joined A. Bright idea as vice president of client services. He has 14 years experience in advertising and marketing, broadcast sales in radio and television and sports marketing in major league baseball and football. He began his radio career in Aberdeen learning the business on and off the air.

"T.J. 's extensive advertising and marketing expertise and point of contact in the

market place will help expand A. Bright idea's business both locally and nationally, giving us the ability to offer more overall services to our clients including sports marketing sales support," said Brightman in a press release about the new sports division.

T. J. Brightman, a graduate of Pennsylvania State University, worked in radio and television sales as vice president of corporate sales and sponsorships for the Baltimore Orioles. While with the Orioles his clients included Toyota, Wendy's Bank of American, and University of Maryland Medicine. Prior to overseeing Orioles television and the team's corporate sales efforts Brightman spent ten years as seller and manager with Infinity Radio. He was gener-

al sale manager for sports station WJFK AM and co-managed Baltimore Ravens Radio Network.

A. Bright Idea has secured a relationship with the Maryland Jockey Club offering sponsorship sales support for the 131st running of the Preakness Stakes and select under-card races at MAGNA Entertainment's Pimlico and Laurel race tracks. The company has been contracted by Angel City Designs of Los Angeles and New York to provide sponsorship support for the Angel City's LPGA Lifestyle Tent, an onsite opportunity for companies to put their product in front of sports enthusiasts attending Ladies Professional Golf Association tournaments.