

House Resolution 845

By: Representatives Bell of the 75th, Willis of the 55th, McQueen of the 61st, Berry of the 56th, and Cannon of the 58th

A RESOLUTION

1 Recognizing and commending William "Bam" Sparks for his outstanding contributions to
2 branding, strategic partnerships, and cultural innovation in Atlanta and beyond; and for other
3 purposes.

4 WHEREAS, William "Bam" Sparks, a native of Atlanta, Georgia, has distinguished himself
5 as a highly accomplished Brand Strategist and Partnerships Specialist, with expertise
6 spanning the industries of Sports, Entertainment, and Technology; and

7 WHEREAS, his career began with a joint venture between Grand Hustle and 18K Sports,
8 where he successfully coordinated brand partnerships with major corporations such as Nike,
9 Adidas, Under Armour, Mercedes-Benz, Chevrolet, Facebook, YouTube, and Twitter; and

10 WHEREAS, after seven years in Sports Marketing and Management, William transitioned
11 into Branding and Strategic Partnerships, fostering relationships in technology, real estate,
12 and venture capital, further expanding his influence in key industries; and

13 WHEREAS, his tenure at Grand Hustle included pivotal roles in Business Development and
14 Strategy, leading to programming and collaborations with esteemed organizations such as

15 AT&T, Apple, Spotify, Pandora, Google, and numerous Atlanta-based sports and
16 entertainment entities; and

17 WHEREAS, William played an integral role as Co-Founder and Chief Strategist in the
18 ideation and development of the renowned Trap Music Museum, which opened its doors on
19 October 4, 2018, and has since become a premier cultural attraction in Atlanta, welcoming
20 over 25,000 visitors monthly; and

21 WHEREAS, he currently serves as the Founder and CEO of BAM! Creative, a firm
22 specializing in branding and strategic marketing, and as the CMO and Co-Founder of Culture
23 Wireless, further solidifying his reputation as an innovative leader and entrepreneur; and

24 WHEREAS, his commitment to elevating brands, creating impactful partnerships, and
25 fostering cultural enrichment in Atlanta has left an indelible mark on the city's creative and
26 business landscapes; and

27 WHEREAS, it is abundantly fitting and proper that this body recognize and commend
28 William "Bam" Sparks for his exceptional achievements and contributions to Atlanta's
29 business and cultural communities.

30 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES that
31 the members of this body recognize and commend William "Bam" Sparks for his outstanding
32 contributions to branding, strategic partnerships, and cultural innovation, and express their
33 sincere appreciation for his lasting impact on Atlanta and beyond.

34 BE IT FURTHER RESOLVED that the Clerk of the House of Representatives is authorized
35 and directed to transmit an appropriate copy of this resolution to William "Bam" Sparks.