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VISIT TUSCALOOSA HIRES ROBINS BONNER AS SENIOR SPORTS SALES & EVENT DEVELOPMENT MANAGER

Tuscaloosa, AL – Visit Tuscaloosa (Tuscaloosa Tourism and Sports) has named Josiah “Robins” Bonner III the new senior sports sales and event development manager, effective February 26, 2024.

Bonner interned with the agency in 2019 while a student at The University of Alabama and made significant contributions to the Druid City Music Festival. After receiving a B.S. degree in 2020, he spent four years working in sports and events management. He was part of the Bruno Event Team that helped put on the World Games 2022 in Birmingham.

During the past two years, Bonner has traveled the United States and throughout Canada working alongside, and overseeing, the management of a variety of sporting events. He also has taken the initiative to familiarize himself with the sports tourism industry and has consulted with organizations such as the Huntsville Sports Commission, where he assisted with the development of bid proposals.

“We are excited to welcome Robins to the Visit Tuscaloosa team,” said Kelsey Rush, Visit Tuscaloosa president and CEO. “Sports and events play a vital role in our organization’s mission and in keeping the Tuscaloosa area vibrant. Robins is well suited to help continue the tradition of welcoming a robust sports tourism landscape to our community.”

As senior sports sales and event development manager for Visit Tuscaloosa, the community’s destination marketing organization, Bonner will lead the organization’s efforts to attract and host sporting events across Tuscaloosa County. He also will assist with the creation and planning of new events and the marketing of emerging sports-related attractions.

"I am thrilled to be joining the Visit Tuscaloosa team," Bonner said. "Tuscaloosa holds a special place in my heart and I could not be happier to be in a position to give back to a community and county that has played such a major part in my life."

Born in Mobile, Ala., Bonner later moved to Tuscaloosa and graduated from Tuscaloosa Academy before attending UA.

As Tuscaloosa’s destination organization, Visit Tuscaloosa’s vision is to excel in illustrating the Tuscaloosa area as the South’s premier college town, celebrated for its storied legacy and hospitality. The organization is a community asset that stimulates economic growth and fosters resident pride through tourism and promotion efforts that inspire people to visit Tuscaloosa County. Visit Tuscaloosa’s efforts generate revenue for the community and consistently enhance the area’s public image as a dynamic place to live, work, play and visit.

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