



Team Activation Game Day Staff Shirts and Club Window Clings



CLIENT GOALS

- Develop a game day staff shirt for employees to wear
- Develop a window cling for the front door of the clubs to draw attention to the “official fitness center of...”



BDA STRATEGY

- Managed NBA and team approval process by speeding development across quoting and printing
- Supervised quick print of product to endure timely delivery to 104 clubs



BDA DELIVERABLES

- Provided above and beyond customer service through a high stress delivery with many drop ship location

SERVICES UTILIZED

- | | |
|----------------------------|----------------------------|
| Custom Product Development | Fulfillment & Distribution |
| Sponsorship Activation | Supplier Services |