

# Score Big Points with Fans and Sponsors

*Build Excitement – and Revenue – at Sporting Events*



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## The Right Call for Winning Events



Grab – and hold – their attention from the moment they arrive

### Partner with a True Pro

It takes an experienced pro to make sporting event signage and sponsorship programs look easy. That's what Britten does – and no one does it better. We're the champions at producing and installing all kinds of sponsor and event signage for inside *and* outside your venue:

- Banners
- Truss Entryways
- Flags
- Pole Banners
- Tents
- T-Shirts
- Event Signage
- Installation & Removal
- Fence Scrim

*From stadiums and arenas to speedways to mega public events, Britten creates dazzling displays that add "sizzle" to any event. Great visibility for sponsors. Big revenues for your event. No hassles for you. Everyone wins!*

**You sign up the sponsors.** We'll take it from there, creating banners that make sponsors look so good, they keep coming back for more.

Britten is a master of turnkey sponsorship programs and we handle every step of the process, working directly with your sponsors and designing, producing and installing their banners ... on schedule and on budget.

And we work closely with you to create the perfect banners for promoting your event and/or venue, as well as the way-finding signage that helps ensure smooth operations on the day of the event.

**The Power to Do the Job.** Our ability to handle jobs of any volume, banners of any size, and displays of any complexity starts with our arsenal of amazing technology and top-tier craftsmanship.

Britten's industry-leading, state-of-the-art printing and production equipment creates high-quality, customized sponsor displays in record time. Our in-house artists can create designs that are right for your sponsors. And our own nationwide network of installation professionals is at your service, arriving on site wherever – and whenever – you need us.

**Team Muscle + Spirit.** Our strength goes well beyond our machines. When you partner with Britten, you enlist an entire company of people driven to make your program a success.

No company can match the experience and commitment of Britten's talented staff of more than 200 banner professionals. And that's why no company can match our results.

Innovation and firepower? On the mark. The "wow" factor at your next event? Off the charts.

1.800.426.9496

[www.BrittenBanners.com](http://www.BrittenBanners.com)

*"Britten is a true partner. They have exceeded our expectations in every instance. They are innovative and find unique solutions to difficult signage challenges. Turnaround is unbelievable and they never tell us 'we can't do that.'"*  
*—Bristol Motor Speedway and Dragway*



Reach the crowds with MasterTent.



Promote your event with EventTruss.



Wow your sponsors!

*"Britten has been a partner of ours for the past four years. We've challenged them to come up with new and unique products/solutions on a regular basis and they always deliver with multiple creative options. Britten is best-in-class."*  
*— Dew Action Sports Tour*

**What's Your Game?** You'll find Britten's work in action in regional motorsport events, international NASCAR races, PGA golf tournaments, headline-grabbing marathons, tennis opens, football games, and national action-sports tours. And we work the same magic for college and high-school sporting events that we do for the pros.

Virtually any sporting event at any level can benefit from partnering with Britten. Take your first step towards worry-free success.

**The Process Is Simple.** Your organization puts Britten in touch with the sponsors you've signed. We then work directly with them to determine their needs, including the size, type and materials of their banners. Sponsors then send us their artwork, or our designers develop artwork for them. Displays are then fabricated and quickly delivered to our installation team manager.

Along the way, you're kept up to date on the status of all our work. We then finalize with you the exact location of each sponsor's signage and install the displays well in advance of your event.

**Sports Savvy.** Sports event organizers turn to us to:

- *Make it easier to sign sponsors.* Our turnkey services include design as well as production, so every prospect is qualified to participate
- *Save time.* We work directly with sponsors to produce displays
- *Keep sponsors happy.* Our high quality displays make sponsors look good
- *Deliver and install displays on time*
- *Logistics management*

We understand the needs of sporting event organizers and their sponsors, and deliver cost-effective, high-quality solutions with unmatched customer service.

That's something that *everyone* can cheer about!

# Score Big Points with Fans and Sponsors Put Britten in the Game

*"We have been very pleased with the service and quality of the banners and flags that we have ordered from Britten. They really improved the look of our events."*  
—Notre Dame Sports Properties



Britten's experience, equipment and people are strengthening sponsorship programs for sports venues, leagues, promoters and agencies around the country. Our pro sports customers include:

Action Sports Team (AST) Dew Tour  
ANC Sports  
Atlanta Motor Speedway  
Broneah Kiteboarding  
Chicagoland Speedway  
Daytona International Speedway  
Dover Motorsports  
HOK Events  
Homestead Miami Speedway  
IMG – Deutsche Bank Championships (PGA)  
Infineon Raceway  
Inside Out Sports & Entertainment  
Kentucky Speedway  
Marine Corps Marathon  
Pierce Promotions  
Pro Sports Management  
Sony Ericsson Tennis Open

We also serve a growing number of colleges and high schools. Among our customers are:

Charlevoix High School  
Eastern Michigan University  
Grand Valley State University  
Notre Dame Sports Properties  
Syracuse  
University of Detroit Mercy Dental School  
University of Michigan Athletics  
Team Champion International  
Traverse City St. Francis High School

To learn what Britten can do for *your* sporting events, speak to one of our Britten Event Advisors. And make sure your next event is a winner!

## How Britten says "Yes."

Where there's a need, Britten finds a solution, developing innovative technologies and services to meet a special challenge or create new revenue opportunities for your event. Our commitment to saying "Yes" has led to these revolutionary products and services for sporting event venues and organizers:

- **ColorJazz Digital Printing** – dazzling banners up to a seamless 16' x 150', even larger if needed
- **MasterTent**® – premium, high-performance tents/canopies/pavilions, custom-printed and easy to assemble on site
- **Sideline Signatures**™ – does double-duty defining sidelines and carrying revenue-producing sponsor ads
- **AdMesh**™ **Banners** – wind- and music-permeable wraps for any large structure, including walls and giant speakers
- **EventTruss**™ – high-quality, snap-together system for building banner-ready gateways, walkways, backdrops
- **BannerRail**® – turns exteriors such as grandstands into large-format media space
- **Portable flagpoles and RotoTop**® weather vane poles – along with Britten-printed flags and pennants

To learn more about any or all of these advances, talk to your Britten Sports Event Advisor or visit us at [www.BrittenBanners.com](http://www.BrittenBanners.com).

Ready to go? Want to learn more?  
Call us toll-free 24/7 at 1.800.426.9496 or visit [www.BrittenBanners.com](http://www.BrittenBanners.com)

**Britten**  
Banner Partner to the World