

results sheet



“This annual signature pre-Super Bowl event came about as a way to honor great leaders making inroads in the minority community during one of America’s most popular event,” -Alliance Chairman Julius Hollis

Integrated Capabilities · Events · Strategic Partnerships · Video & Print · Channel Marketing



CLIENT:

Julius Hollis, Chairman; Hollis & Co. / Founder Alliance for Digital Equality (ADE), Inc

PROJECT:

A Toast to Gridiron Excellence

AUDIENCE:

300 Affluent and Professional individuals from the business community

CHALLENGE:

Create, design, develop and execute a signature event in Orlando, FL that introduces the Alliance for Digital Equality to the Central Florida community and re-brand this annual event moving forward into future super bowl host cities.

RESULTS:

The Marome Agency (TMA) was the first independent event management company to produce this prestigious event for the Alliance for Digital Quality. Although the event is in its thirteenth year, it is only the second time since the founding of the organization that ADE management and personnel have been directly responsible for producing this annual event.

TMA was successful with its on the ground marketing campaign that reached the desired target market for such a prestigious event in an area that was relatively new to the organization.

TMA was able to work with strategic partners at Coastal Wine & Spirits, for premium beverages at no additional cost to the client, Tiffany & Co. for their support in providing the engraving for the signature Atlas® Platters for presentation and MediumFour, LLC for rebrand this annual event to ensure absolute success for the hosts of the 2009 Gridiron Toast to Excellence.

