TAYLORMADE

EXPERIENCE

CAPABILITIES AND SERVICE OFFERINGS

ABOUT US

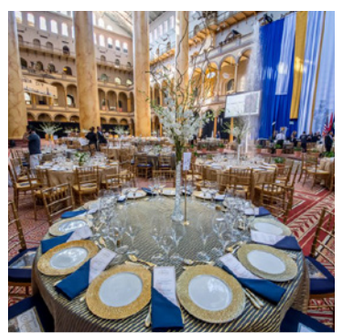
WE START WITH A VISION

At TaylorMade Experience (TME) we create amazing, memorable events and experiences for our corporate and non-profit clients. We start with your vision and create a strategy to exceed your goals.

Your TaylorMade Experience is much more than a spectacular event. It is a completely customized partnership that accomplishes your needs, realizes your vision and exceeds your business goals. We take care of every detail, from concept to completion, and deliver the hallmark qualities for which we're known—an uncompromising focus on quality, personal service, integrity, and clear communication.

Think of TME as personal advisors who work seamlessly with your organization to help cultivate meaningful, long-term relationships with your guests, strengthen ties with sponsors and vendors, and motivate your board and volunteers.

We care about every detail, we are solid partners and we love a challenge.



WE HELP YOU SUCCEED

With over 50 years of combined experience TME is committed to producing results that positively impact your team in the following service areas:

EVENT MANAGEMENT

FUNDRAISING & SPONSORSHIP

BRAND ACTIVATION & MARKETING

WORKSHOPS

MEETING FACILITATION

EVENT MANAGEMENT

EVENT MANAGEMENT

No matter the event, TME takes care of every detail—from conception to completion—so you and your staff can focus on your guests.

We start with an initial planning meeting to understand your needs and vision for realizing a memorable event. We produce flawless events that ignite the imagination, surpass expectations, and reflect your brand.

In the months preceding the event we coordinate all event logistics in partnership with your staff and provide on-site support.

Event Management Services Include:

- Timelines, Task Lists and Deadline Tracking
- Budget Management
- Contract Negotiations
- Venue Research and Site Selection
- Print and Online Collateral Materials
- On-site Registration
- Table Seating
- Event Set-up and Tear Down
- Vendor Sourcing & Management
- VIP Management
- Production & Stage Management
- Post-event Reporting

FUNDRAISING & SPONSORSHIP

FUNDRAISING & SPONSORSHIP

We know that revenue generation and the commitment of volunteers is the lifeblood of a successful fundraising event.

We offer comprehensive fundraising services to support your special event and strategic counsel for the integration in your overarching development program. Our packages are designed to support our non-profit clients in realizing their financial goals and strengthening their relationships with donors. During the planning phase, we bring depth and creativity to developing striking materials and deliver a lasting impression that underscores your mission.

Fundraising and Sponsorship Planning services offered:

- Direct Committees
- Organize Meetings
- Drive Agendas
- Amplify Fundraising
- Research Prospects
- Assess the Pipeline
- Conduct Follow-up
- Develop Sponsorship Materials

BRAND ACTIVATION & MARKETING

BRAND ACTIVATION & MARKETING

We engage the public in ways that encourage brand recognition and inspire brand loyalty.

The goal is to personally interact with the consumer and educate them about your offering, evoking a positive image of your brand, and igniting a longterm bond. We create distinct environments that engage all five senses, so your target audience is fully immersed in your brand, product and/or service. Our goal is to create a powerful, memorable experience with impeccable attention to detail.

We Specialize in the Following Programs:

- Grand Openings
- Product Launches
- Live Activations/ Pop-Up Displays
- Interactive Mobile Vehicles
- Product Sampling
- Mobile Marketing Tours
- Photo Marketing Displays
- Greeter/ Hospitality Services
- Product Demonstrations
- Car Displays
- Live Concerts
- Food and Beverage Tastings
- Film Festivals

MEETING FACILITATION

MEETING FACILITATION

Having a well-thought-out strategic plan is key to any thriving business. Establishing clear accountability and setting attainable goals and milestones will ensure your organization's success.

Partner with TME to facilitate your next meeting. We bring a thoughtful perspective, emotional intelligence and extensive experience to the process, keeping your group focused and productive. By asking insightful questions, encouraging full participation and balancing personalities, you are guaranteed a seamless program that perfectly reflects your mission and goals.

Planning

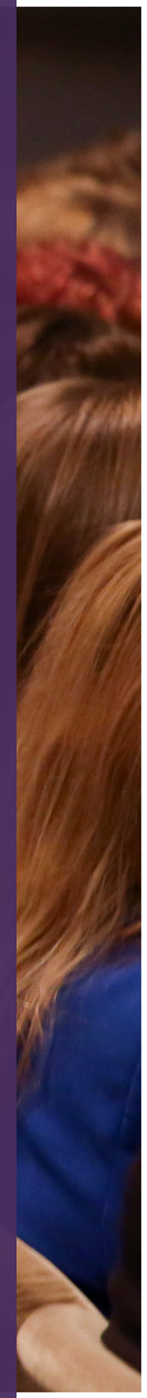
We will work with you to create the ideal format for your meeting, tailoring the schedule and content to deliver an effective and impactful event

Facilitation

We bring the energy you need to keep everyone engaged. We keep discussions productive and high-level, focusing on the big picture, all while taking everyone's ideas and concerns into consideration.

Outcome

After the meeting, you can expect TME to compile a full report, including meeting minutes and the roadmap to achieving your desired goals.



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COMPASS

WORKSHOPS

WORKSHOPS

TME workshops deliver practical, hands-on fundraising and event management techniques to generate results for you and your organization.

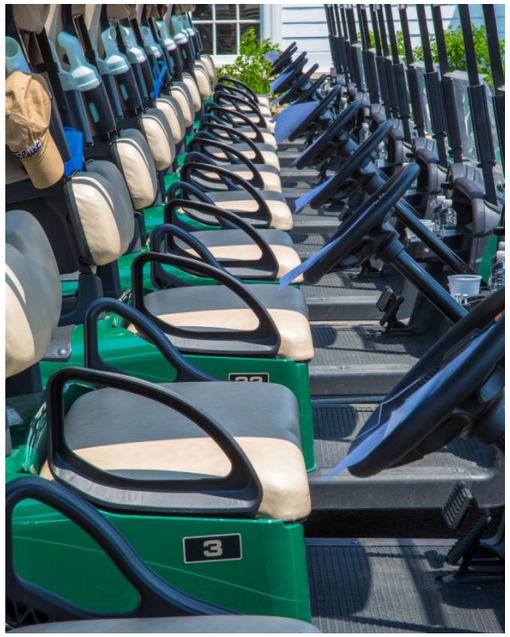
We offer a cost effective way to leverage our years of combined experience without having to hire a firm full-time to manage your event and fundraising plans.

If you are considering an event for the first time or need to sharpen your strategic planning and fundraising skills, let TME roll up the sleeves and plan a customized half or full day workshop.

What you will gain:

- Tools for creating a budget, critical task list and evaluation process
- Well defined sponsorship options with compelling benefits
- A pipeline of prospects uncovered through your board and existing constituents
- A super-charged plan for a *friend* and *fund*raising event

SELECT CLIENTS



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TaylorMade Experience takes on huge responsibility and delivers great results—on time, within budget and of great quality. We have worked with TME for the past 10 years on six annual events producing extraordinary experiences for our guests and our organization.

Lynn Delaney
Executive Director, Robert F. Kennedy Human Rights

As the EVP of Financial Development and Communications for a $26 million national nonprofit, Armed Services YMCA, I've had the pleasure of working with the TME team. Not only were they cost effective and professional, they helped us in all details of event planning and execution. We had record attendee turnout, achieved record fundraising revenue, and the event was written up in a national publication. Donor and board engagement, charitable revenue success and positive public visibility made our fundraising event one of our best ever. In twenty-five years plus of being in fund development and nonprofit leadership, I've worked with many, many event vendors. From my experience, TME provides a valuable service, and I highly recommend hiring them if you need help in putting together and holding a great fundraising event.

Sharon Gleason
CFRE, ACFRE Executive Vice President, Financial Development and Communications, ARMED SERVICES YMCA

TME's positive energy and understanding of MedImmune's culture and priorities significantly accelerated the success of the 2016 Regional Biotech Forum. Both internal and external stakeholders made note of TME's commitment to results and high attention to detail in helping to plan this key event.

Pavel Khrimian
Partnering & Strategy,
External Collaborations and
Biotech Hubs, MedImmune

TaylorMade Experience would be honored to make your upcoming event an outstanding experience.

TaylorMadeExperience.com

240-603-8913