

# A LEAGUE OF THEIR OWN



## FEATURED LEADER

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 G R O U P

### TELL US ABOUT YOUR COMPANY AND YOUR EXPERTISE IN SPORTS MARKETING AND ACTIVATIONS.

We specialize in event marketing, activations and brand awareness through interactive games and experiences.

Past sports marketing activations include our “Urban Hoops” for Budweiser at the NCAA and a “Giant Human Claw” at the X-Games.

### WHAT ARE SOME OF YOUR UNIQUE SKILLS AND OFFERINGS?

We provides custom, immersive and engaging activations to help brands meet their sports marketing objectives. We pride ourselves in our ability to offer our services for a single or simultaneous events and national tours.

### HOW ARE YOU UNIQUELY QUALIFIED TO HELP BRAND MARKETERS CONNECT WITH SPORTS FANS?

With 30 years of event marketing experience and having been included in Inc. 5000’s list of fastest growing US companies in both 2019 and 2018.

### WHAT ARE SOME OF THE BIGGEST SPORTS MARKETING TRENDS MARKETERS SHOULD KNOW ABOUT?

In this new technological era, VR custom gaming and AR applications are essential for engagement and capitalizing on the fan experience.

### TELL US ABOUT A RECENT SPORTS ACTIVATION YOU’RE PARTICULARLY PROUD OF: WHAT MADE IT STRATEGICALLY SUCCESSFUL? WHAT WAS THE RESULT FOR THE CLIENT?

Our “Giant Human Claw” at the 2019 X-Games was a great success for the following reasons:

- 1. Size** – It was a “spectacle” that caught the eye of thousands of fans.
- 2. Experiential** – Both the participant and spectators were engaged in the experience.
- 3. Branded Prizes** – Brand collaborators provided prizes.
- 4. Customization** – Full-scale customization and branding available.
- 5. Buzz** – Sharing on social media led to thousands of impressions.

### HOW ARE SPORTS FANS DIFFERENT THAN THEY WERE FIVE OR TEN YEARS AGO? HOW HAVE THEIR EXPECTATIONS

### CHANGED AND HOW CAN MARKETERS RISE TO MEET THOSE EXPECTATIONS?

Sports fans today expect personalized engagements with brands and teams. They want content that is engaging across all social media platforms. Marketers can provide these experiences through brand collaborations, custom gaming, personalized giveaways, AR applications and more.

### GIVE US A TASTE OF YOUR PORTFOLIO: WHO ARE SOME OF THE CLIENTS YOU WORKED WITH AND TELL US ABOUT SOME OF THE PROGRAMS YOU’VE EXECUTED FOR THEM.

Clients include the NFL, MLB, NBA, Budweiser, Visa, Nike, and more. A recent Super bowl activation allowed fans to participate in a “meet and greet” with an AR interface with NFLs biggest players. Our social media vending machine vended MLB branded swag with a tweet at the World Series and tracked impressions of fan data.

### WHAT ARE SOME IMPORTANT QUESTIONS BRAND MARKETERS SHOULD ASK OF THEIR SPORTS MARKETING PARTNERS? WHAT “HIDDEN SKILLS” SHOULD A GREAT PARTNER HAVE?

1. How will this activation make the fan feel about the brand?
2. Will the sports fans look back on the event and reconnect with the brand?
3. Will this experience last after the event whether it be through social media or other platforms?

Great marketing partners should not only be creative, but must also be able to adapt in an ever changing marketplace.

### HOW HAS TECHNOLOGY IMPACTED SPORTS ACTIVATIONS? HOW DO YOU USE IT EFFECTIVELY ACROSS YOUR PORTFOLIO OF WORK?

Technology has impacted sports activations through AR and VR. Mobile apps provide interactive branding opportunities for a more personalized fan experience.

### WHAT IS YOUR NO. 1 PIECE OF ADVICE FOR MARKETERS JUST GETTING INTO THE SPORTS SPONSORSHIP SPACE? HOW DO YOU ADVISE CLIENTS WHO ARE NEW TO SPORTS?

The best piece of advice I can offer is that you are only as good as your marketing partners’ ability to create engaging and personalized brand experiences.