

martin.
sport





**A national
integrated
communications
firm**



Founded in 2001



**Decades of
experience with
top regional,
national &
global brands**



**Nationally
recognized
for industry
excellence**



**Vast experience
in sports
marketing**

fully integrated services.
80+ associates. research.
strategy. analytics.
branding. creative. digital.
media. public relations.
social media. videography.

Results



284%
return on investment



8.5M
media impressions



24%
engagement increase



220%
audience growth



2X
sell-through rate goal



6X
return on investment

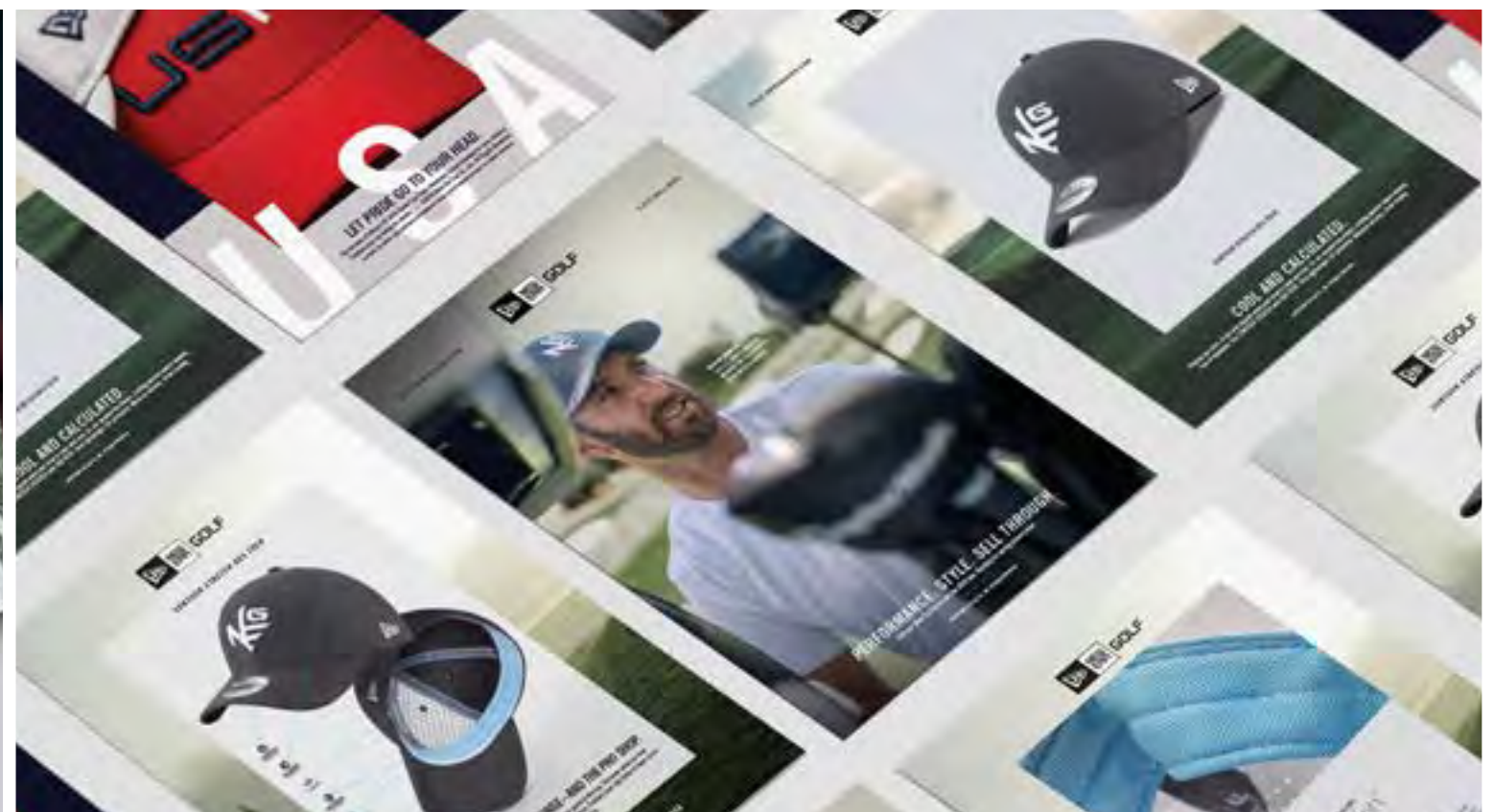


6X
impressions increase



2X
return on investment

Advertising



Advertising



Event activation & management



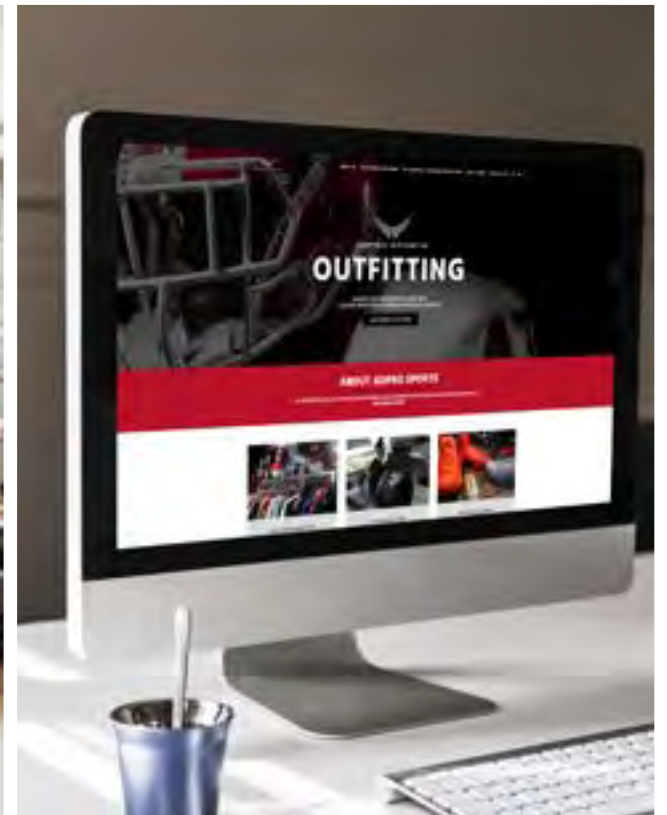
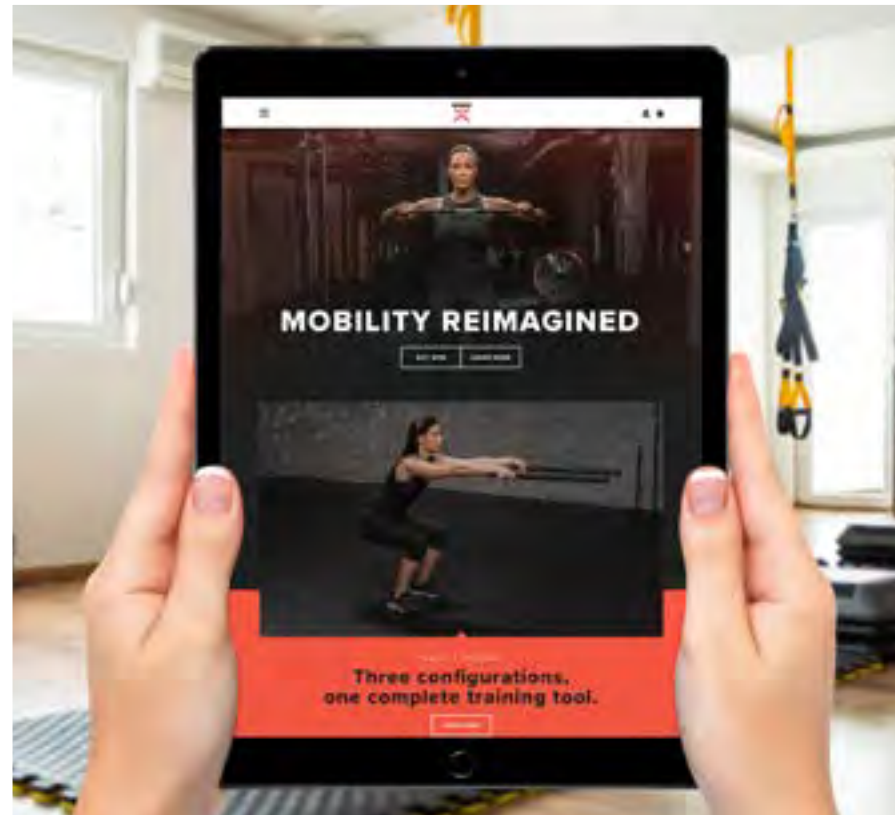
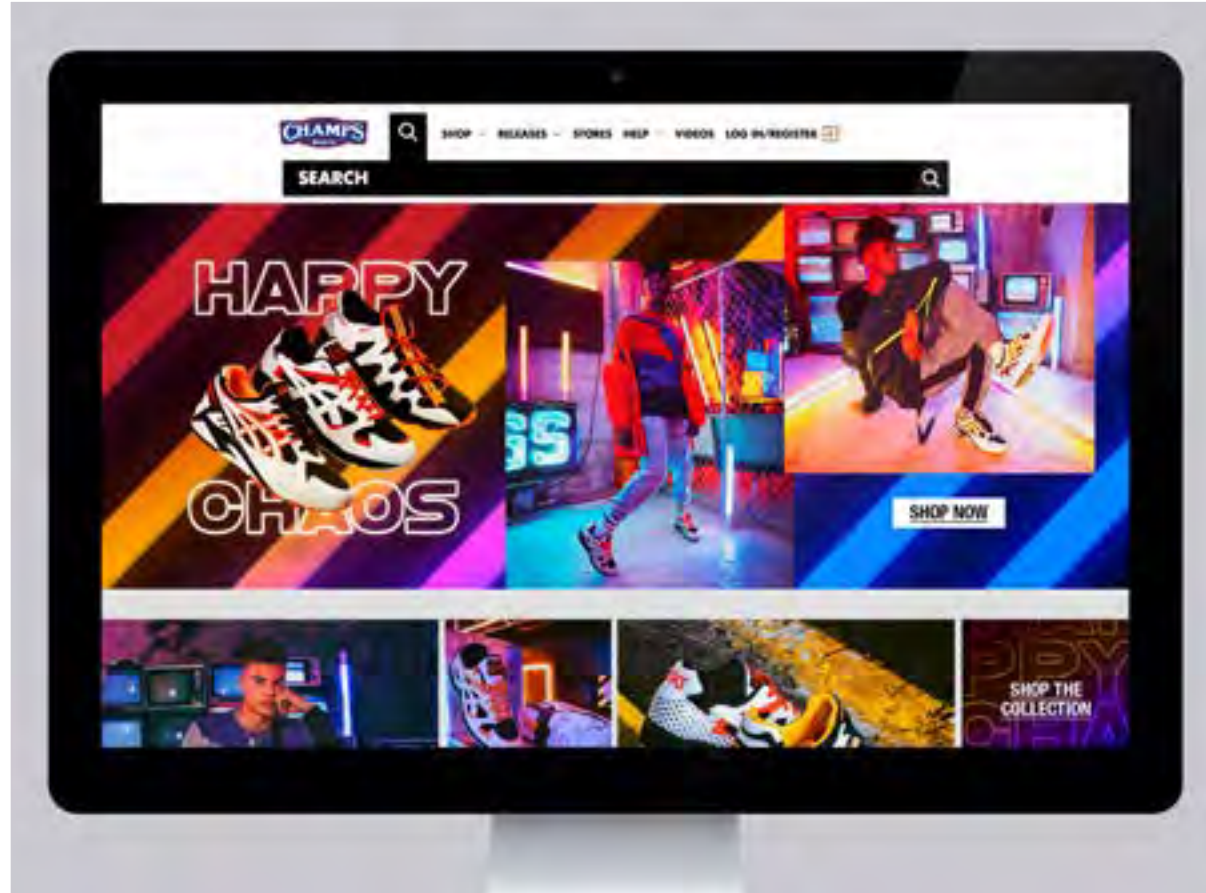
Event activation & management



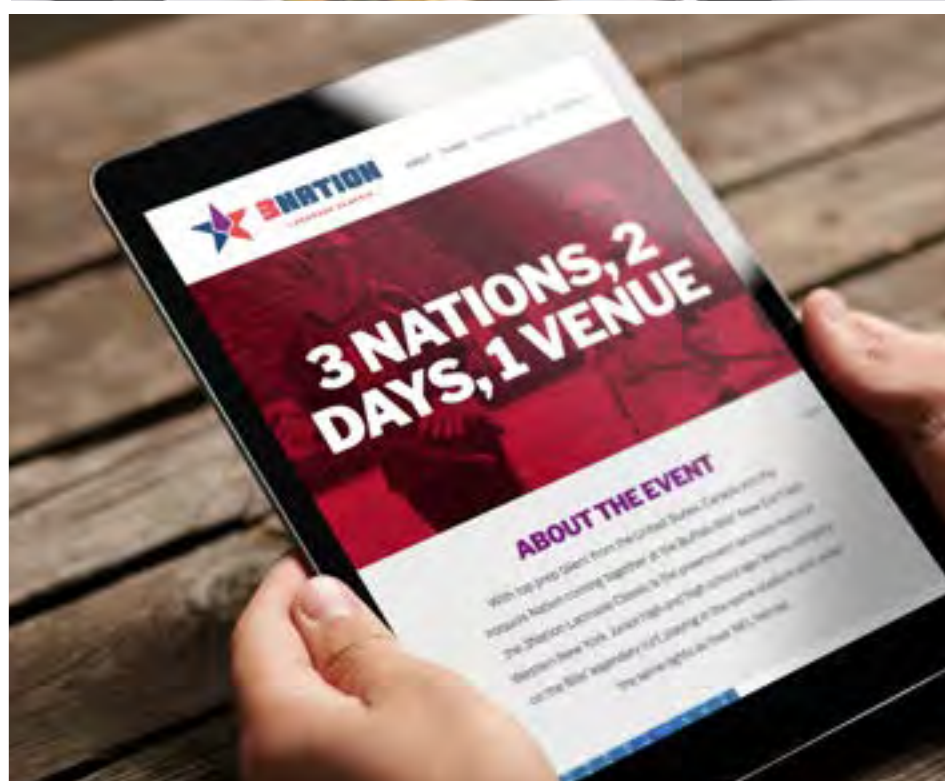
Event activation & management



Websites



Websites



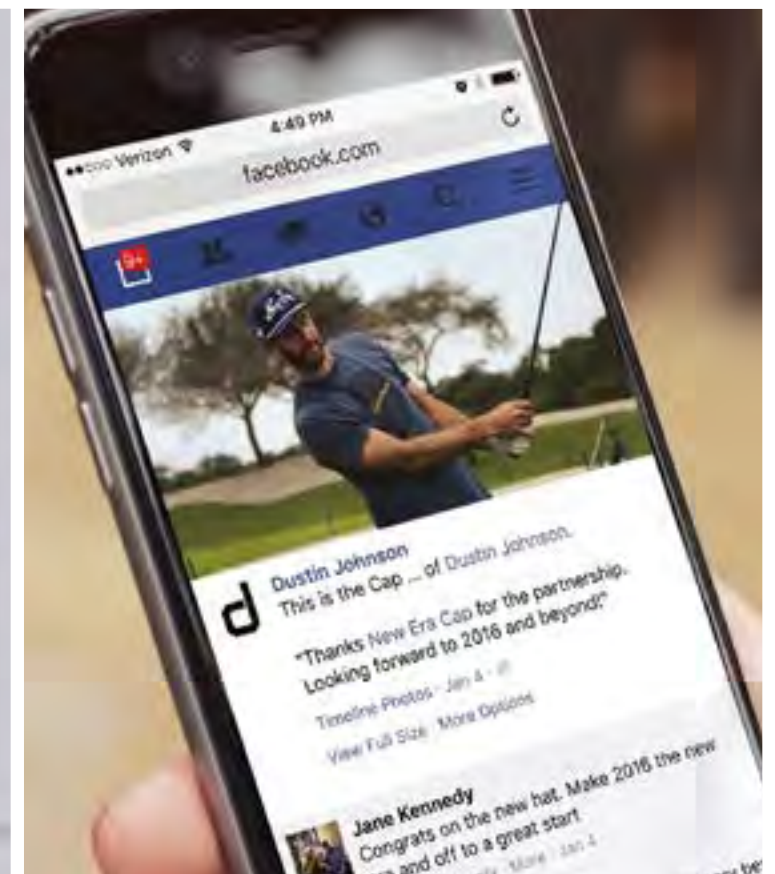
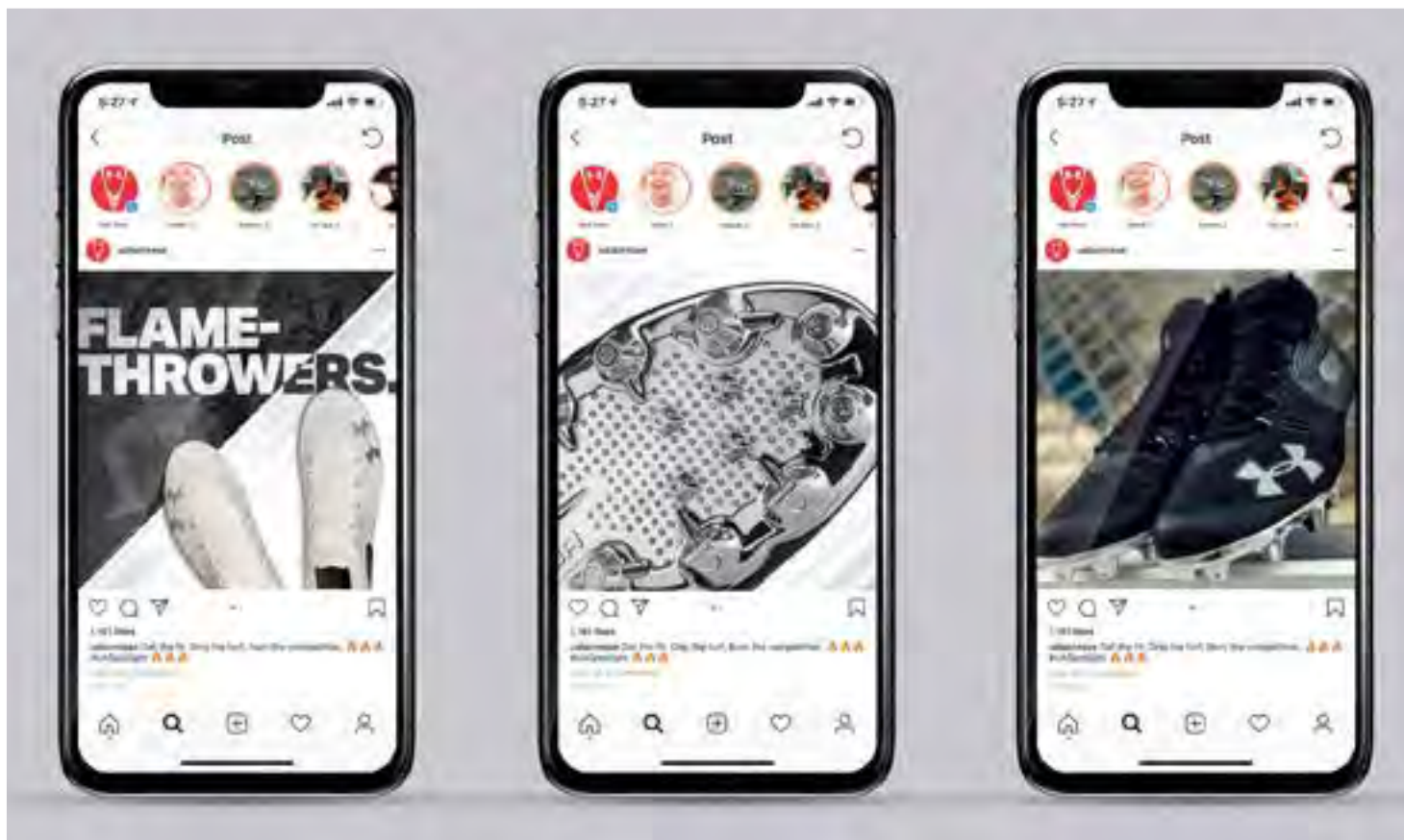
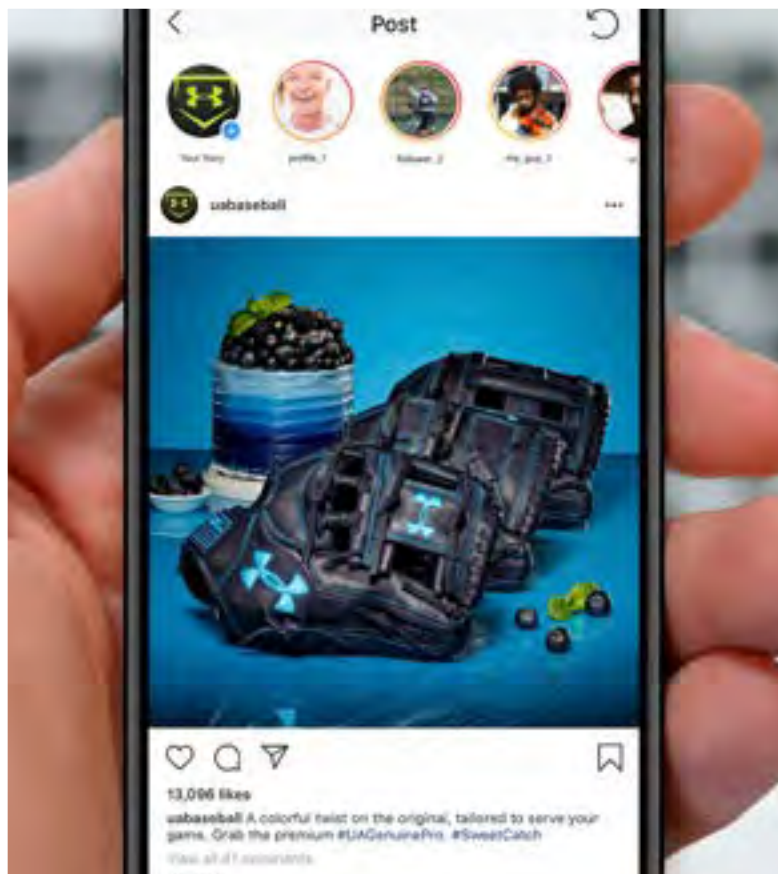
Public relations



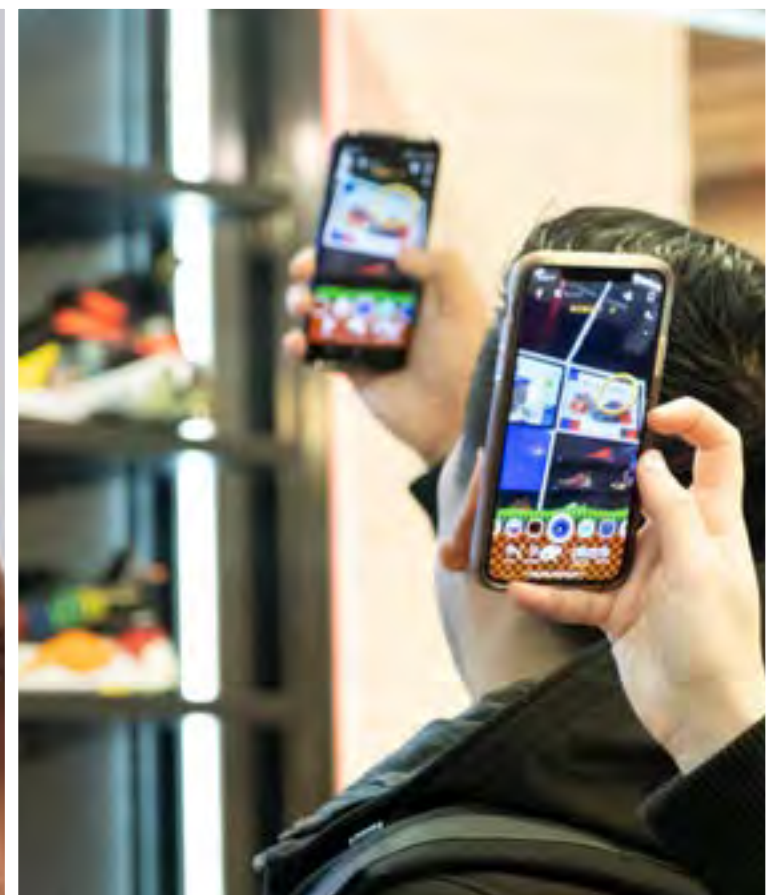
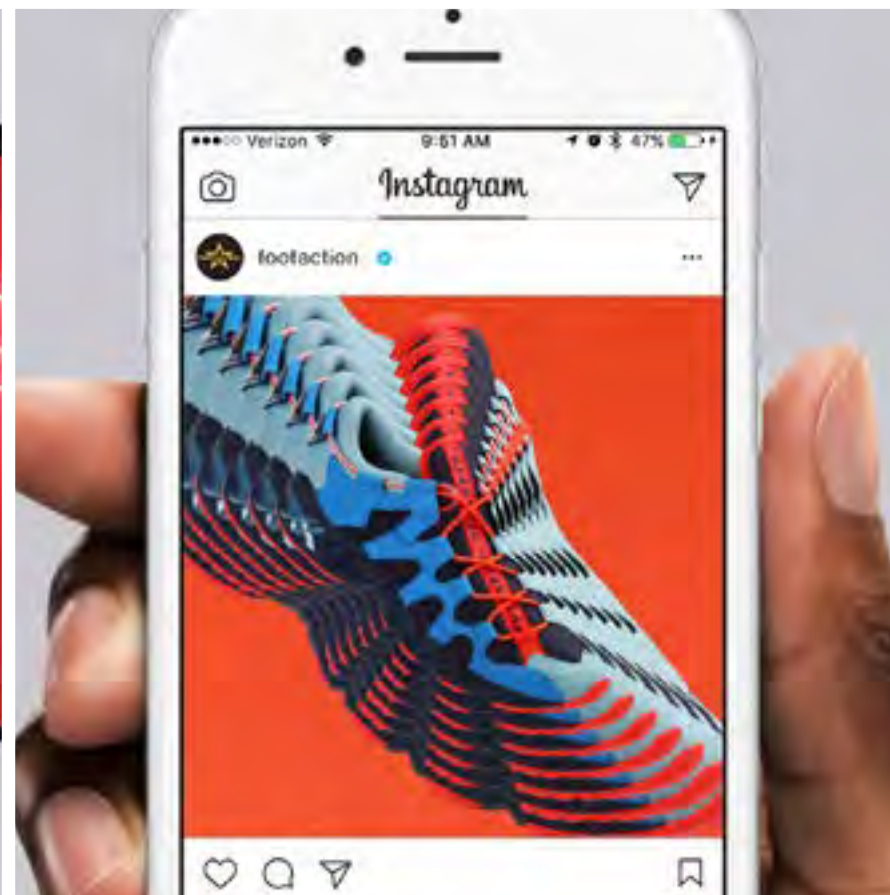
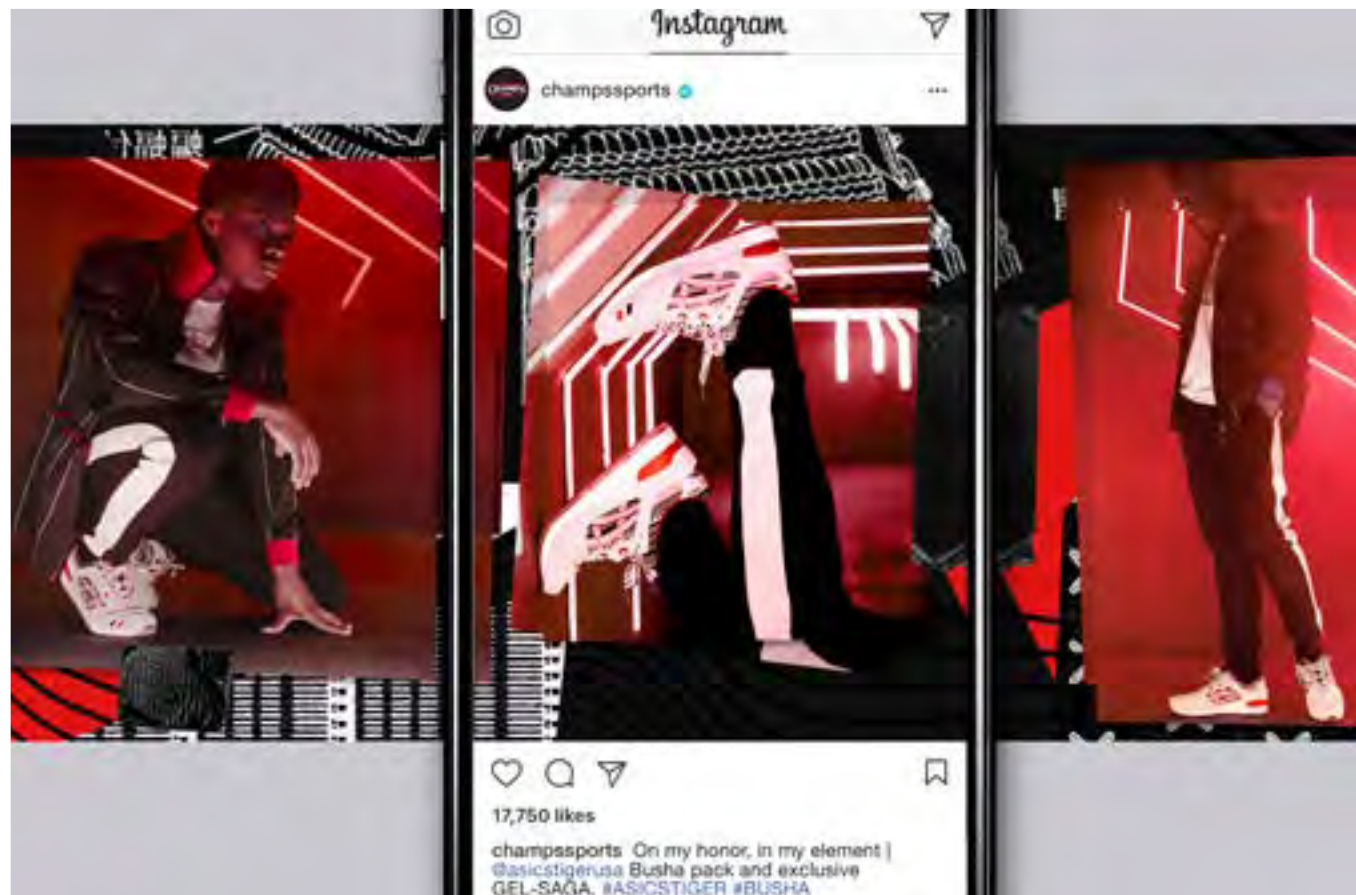
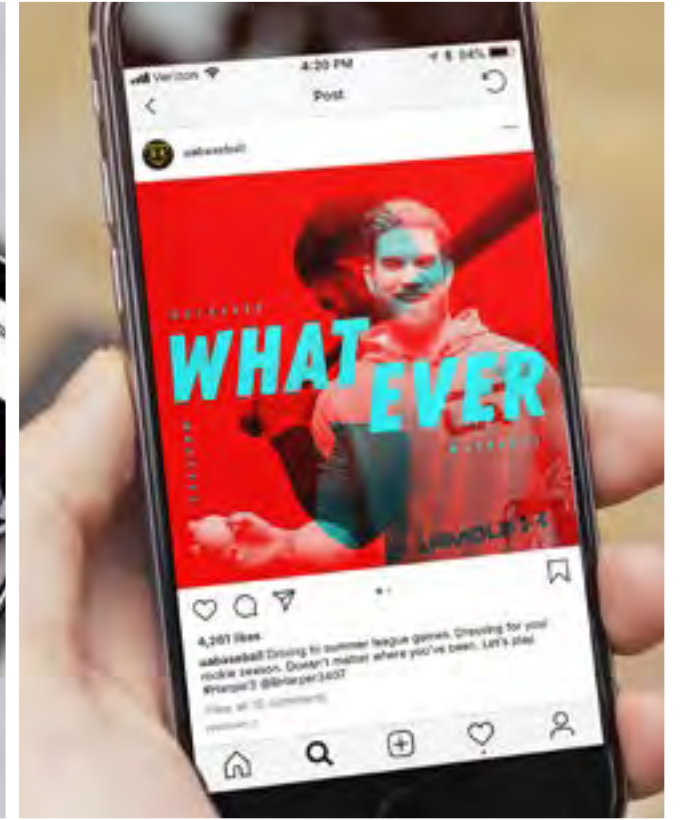
Public relations



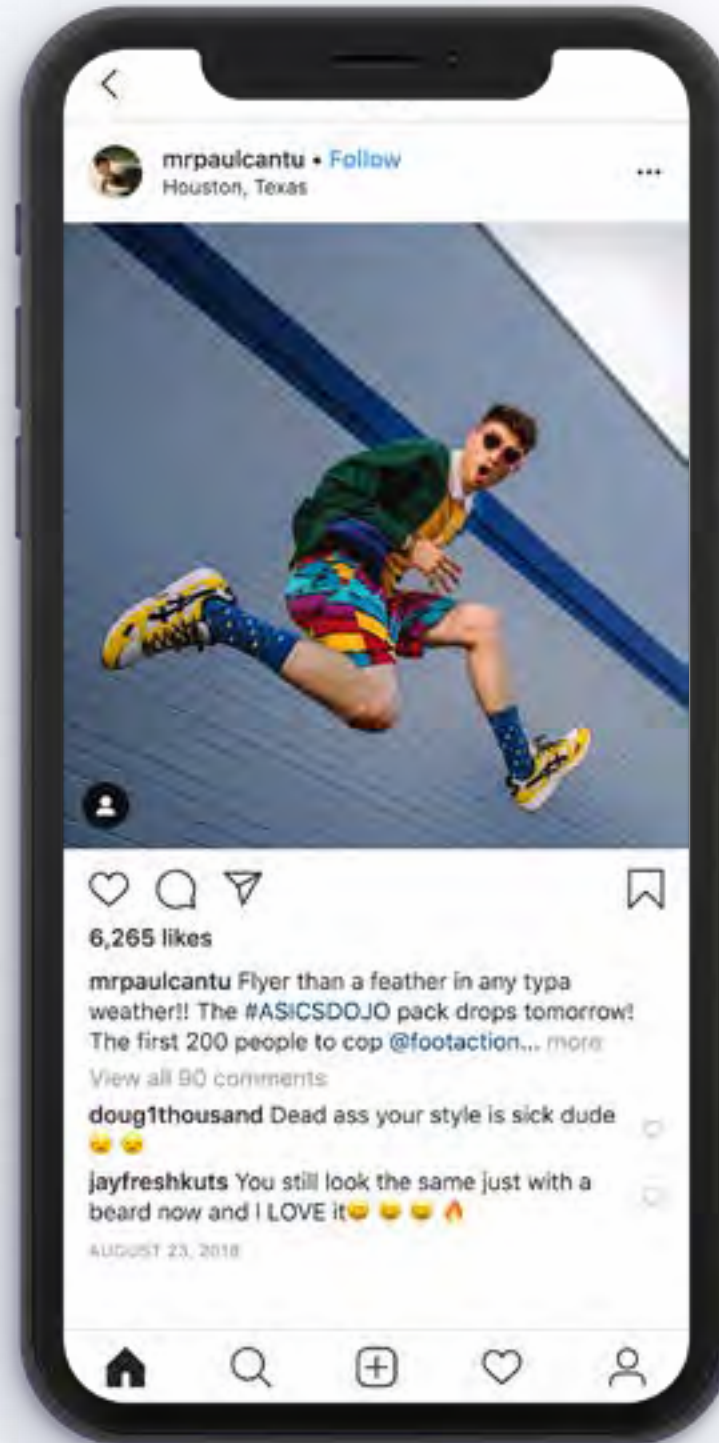
Social media




Social media



Influencer marketing



Influencer marketing



evolve.nation • Follow
Paid partnership with [underarmourwomen](#)
Red Rock Canyon Las Vegas

1,725,062 views

evolve.nation LIKE | SAVE | SHARE 🔥 ... more
View all 2,130 comments

giizzle Proof u don't need a gym 🤪

moazami0218 🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌

SEPTEMBER 17, 2018



giancarlo purch

20,584 likes

giancarlo purch Dripping 🌊 in this new @Pumasportstyle and @footlocker SONIC collab! 🔥 Growing up I loved playing old video games! These are inspired by the upcoming Sonic the Hedgehog movie with @paramountpics. Sneakers 👟 dropping 2/7 with a RING HUNT in NYC 🤩 that photo is a scannable item!

View all 165 comments



ajani.huff

4,091 likes

ajani.huff @puma X Sonic really went crazy on these 🤩 Thanks for the drip! 🙌 @puma @pumasportstyle @footlocker -

#puma #pumaxsonic #pumasportstyle #pumashoes #sonic #sonicthehedgehog #sponsored

View all 55 comments

24kgoldn 🔥

February 6

Seeding boxes



Environmental branding



Collateral



- 62%** are between the ages of 18 and 54
- 60%** have a household income of \$50,000 or more
- 643,000** have children (ages 17 or under in HH)
- 68%** are home owners
- 1 IN 3** are college graduates



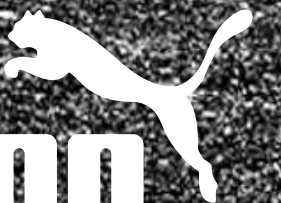
Corporate identity & logo development



our work

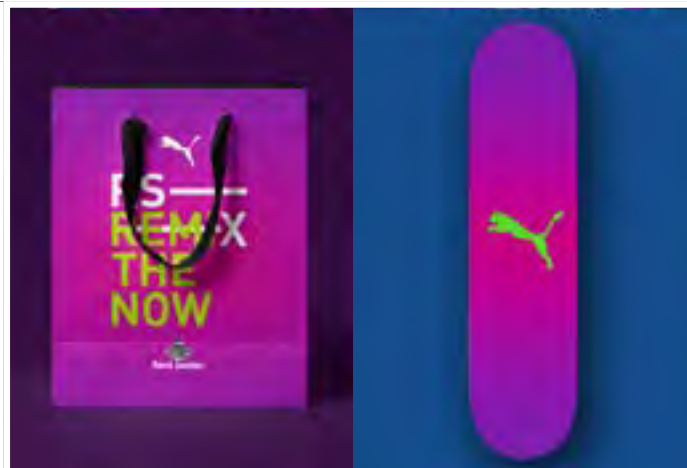
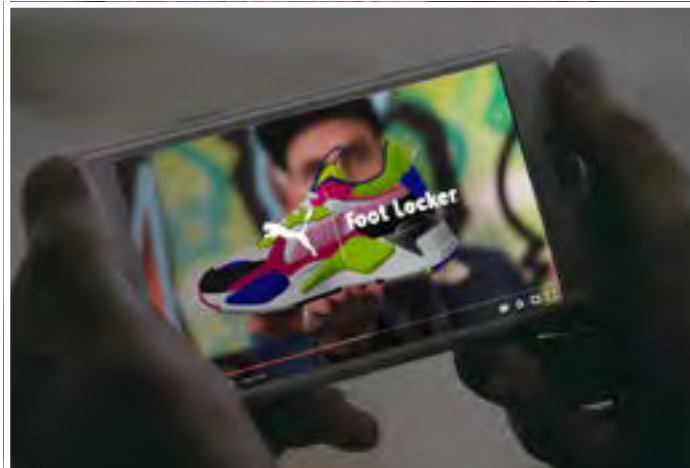
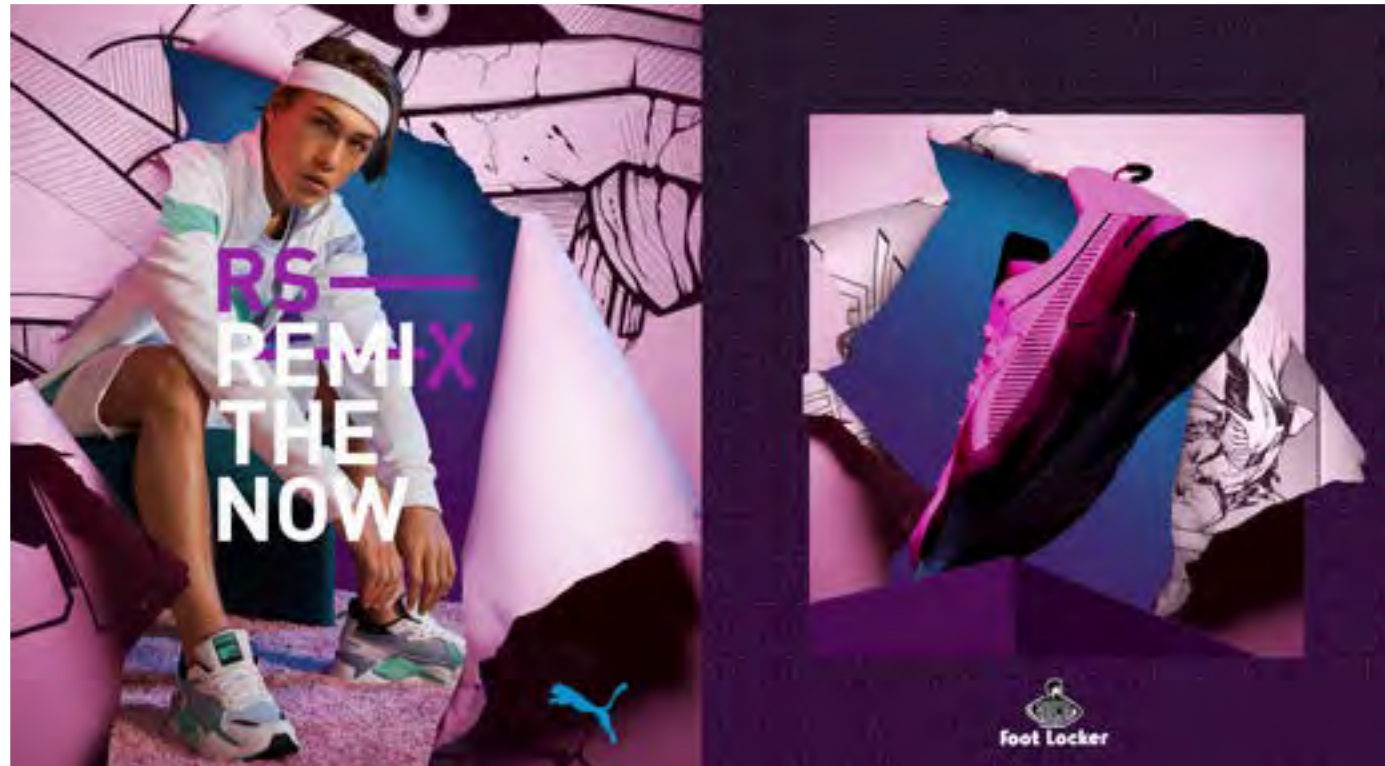
We've had the opportunity and the pleasure to create award-winning work for a number of years and for a wide range of sports teams, organizations, and companies. The pages that follow show some of our favorite and most effective campaigns.



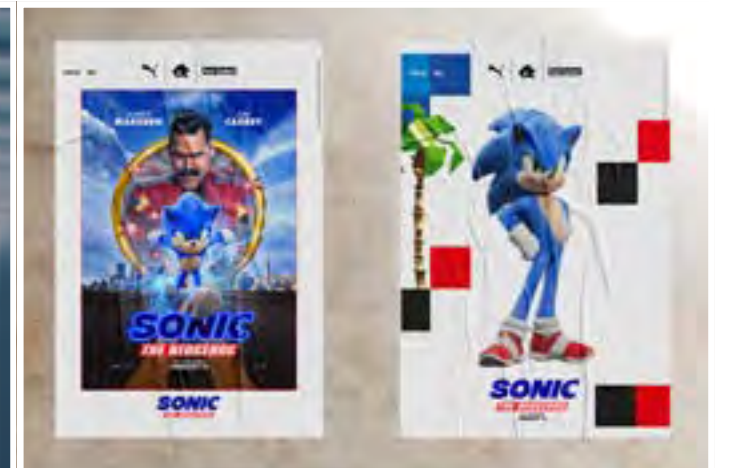
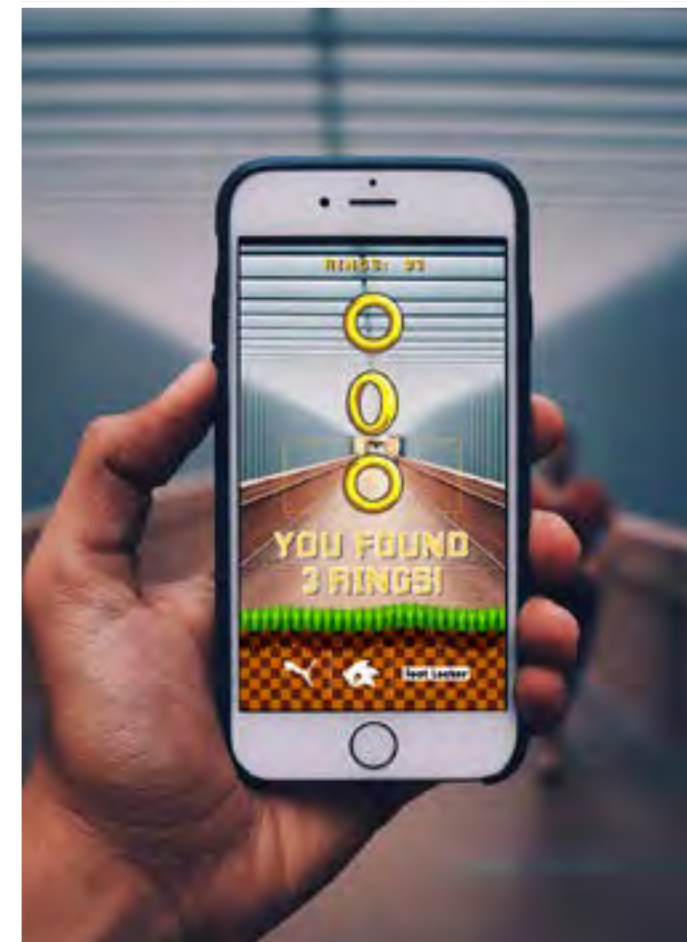
PUMA 

Puma

RS-X



RS-X3 Sonic

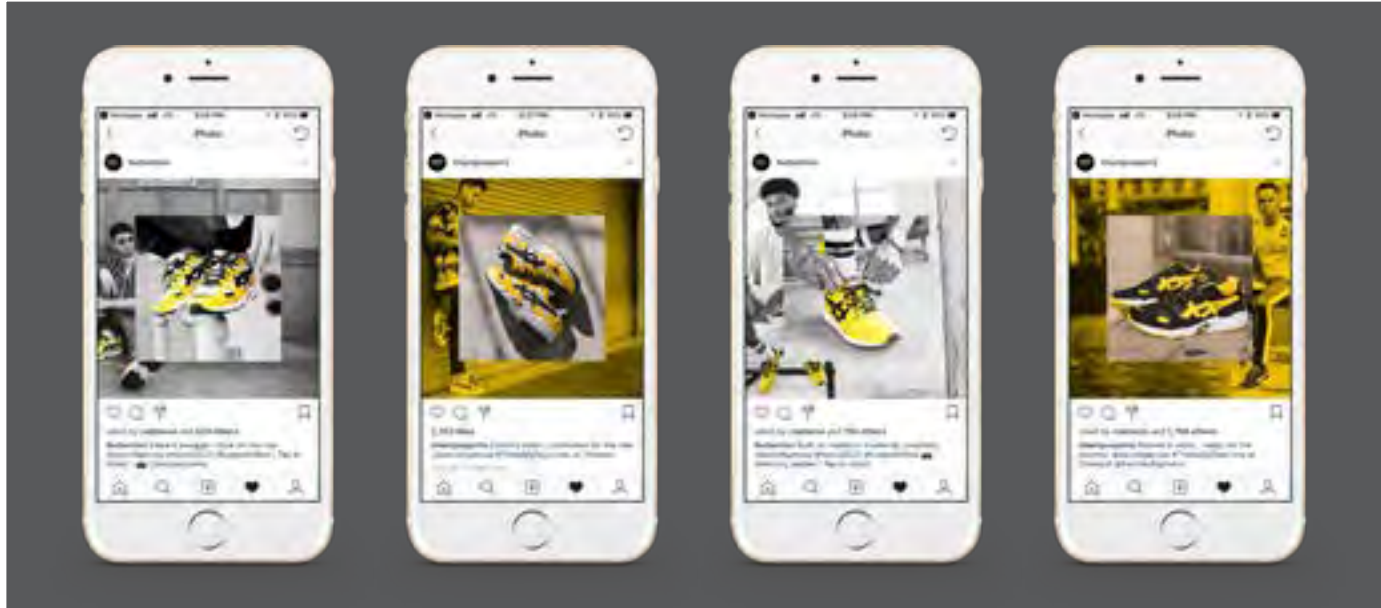




 **asics**[®]

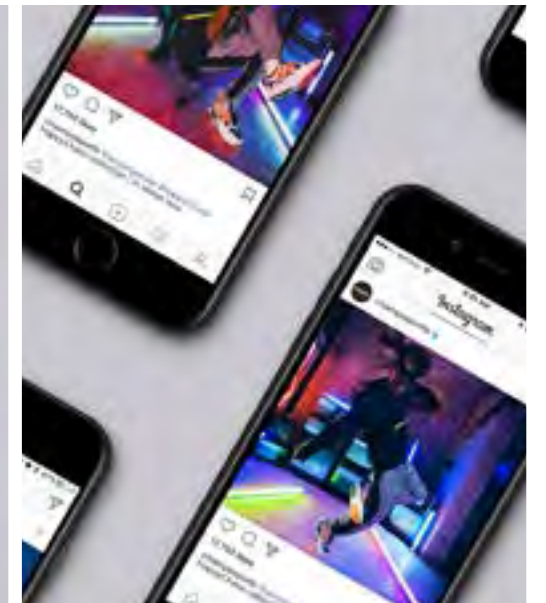
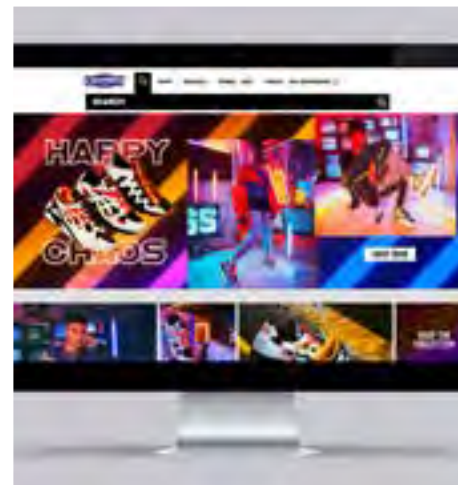
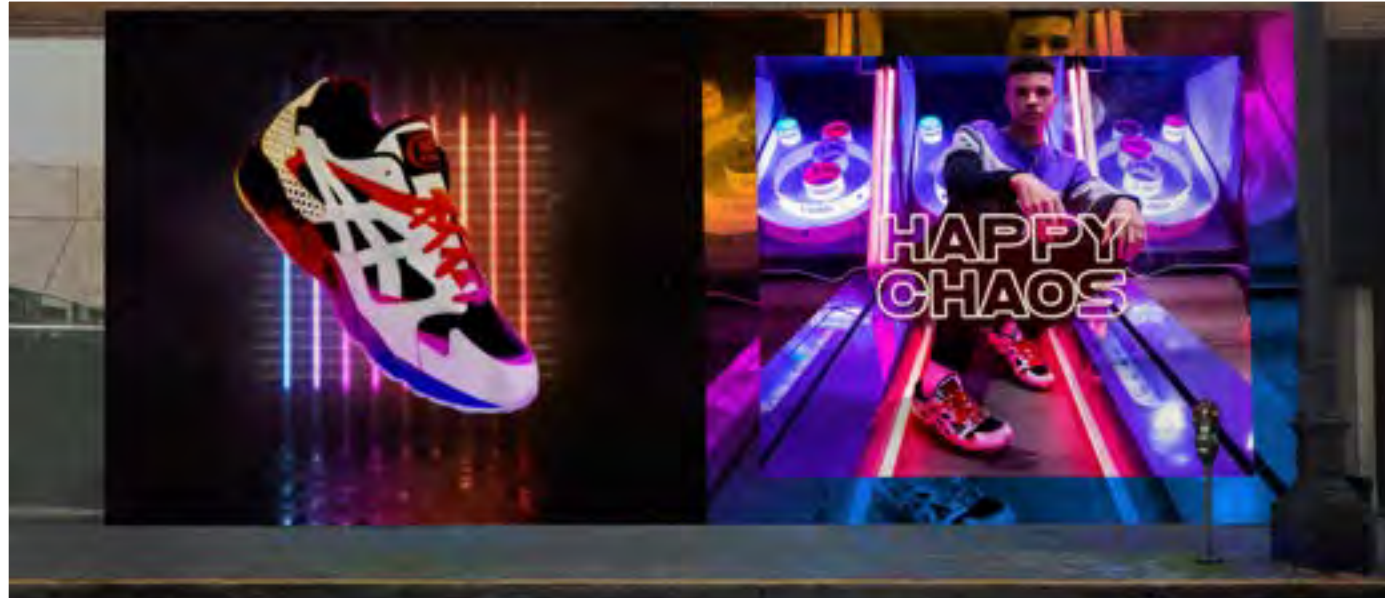
ASICS

Welcome to the Dojo



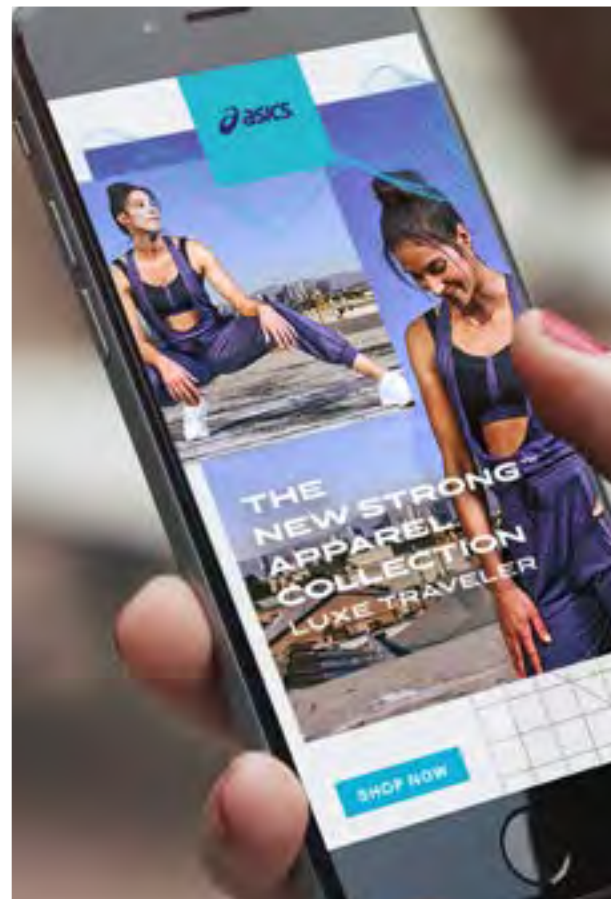
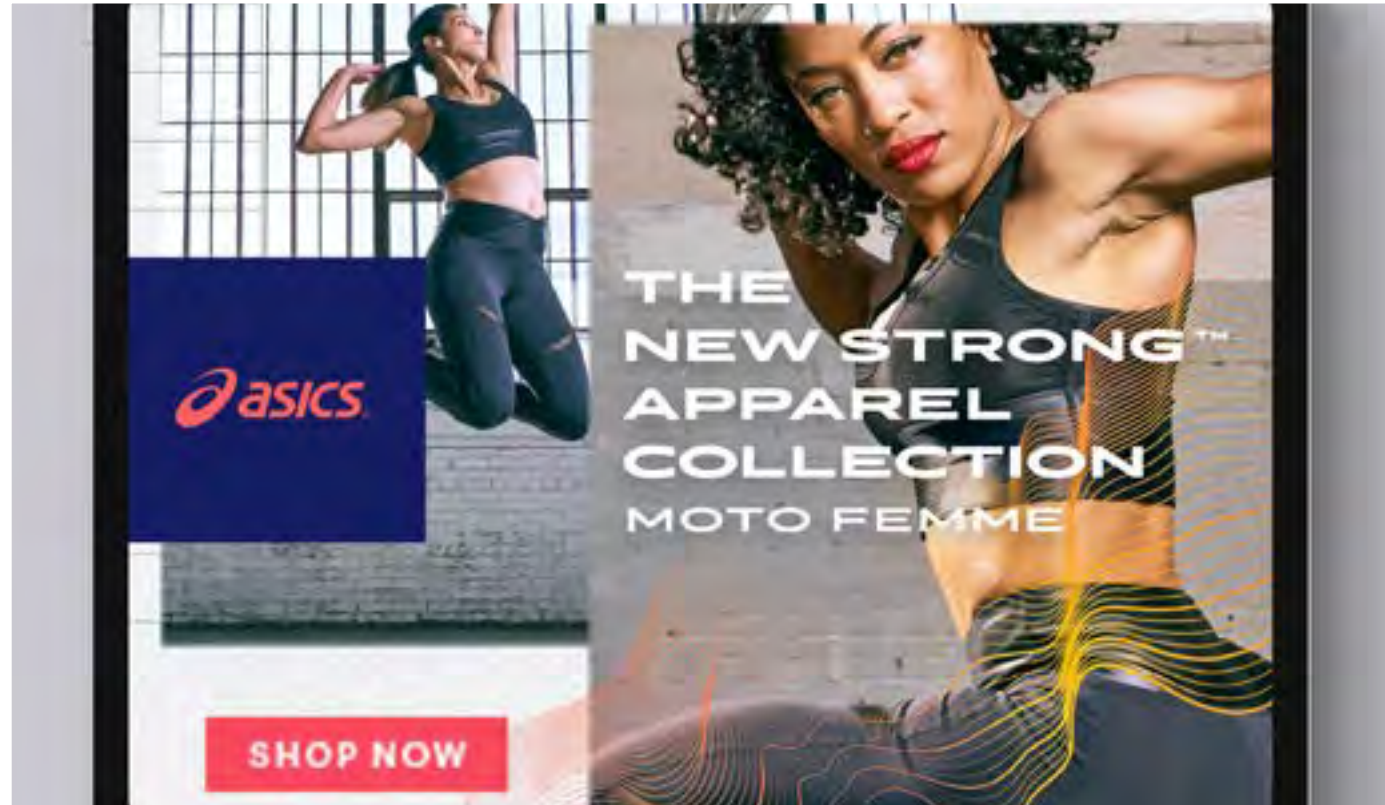
ASICS

Happy Chaos



ASICS

The New Strong



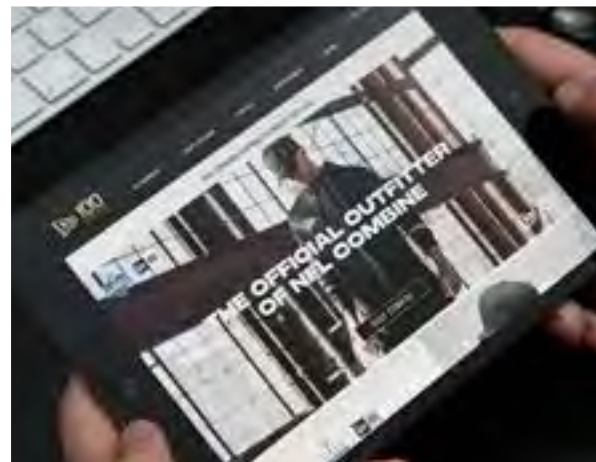
Busha





New Era Cap

NFL Combine



Wowie Collection



New Era Cap

MLS Campaign



MLB Activation



New Era Cap

Super Bowl 50 Activation

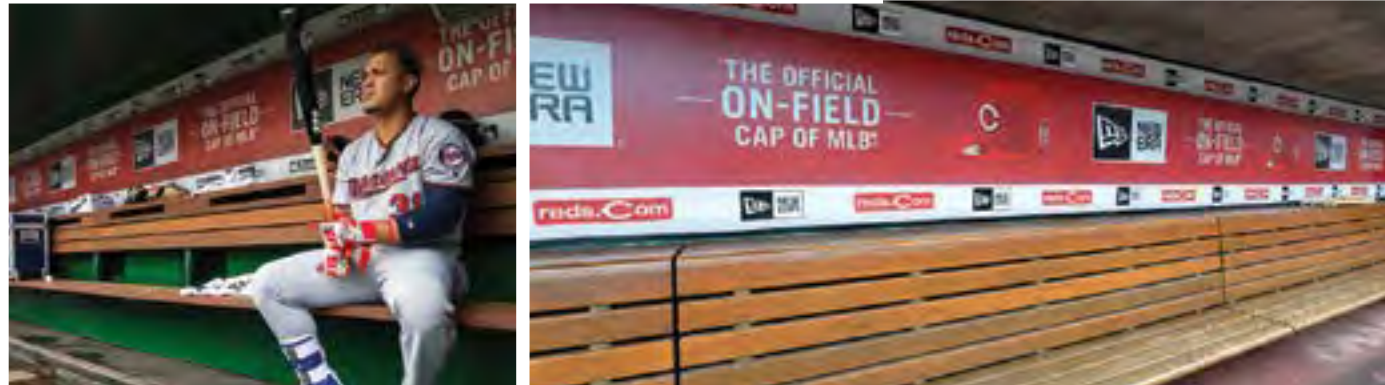


MLB All-Star Pool House Activation



New Era Cap

MLB Dugout Takeover



NFL Planet New Era Super Bowl LI Activation

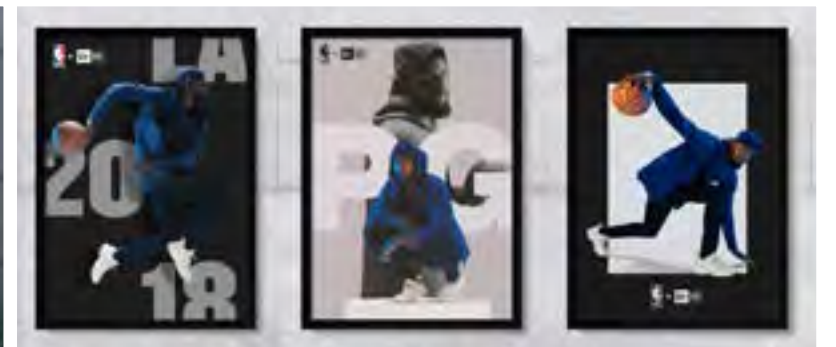


New Era Cap

NBA All-Star 2017 Activation



NBA All-Star Game

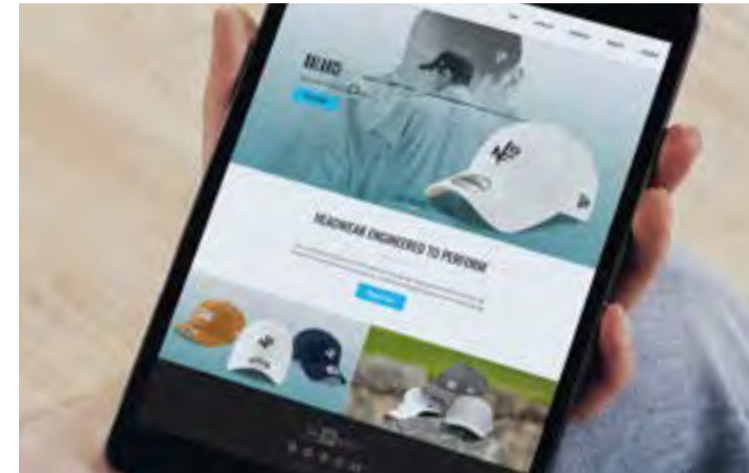


New Era Cap

New York Fashion Week: Men's

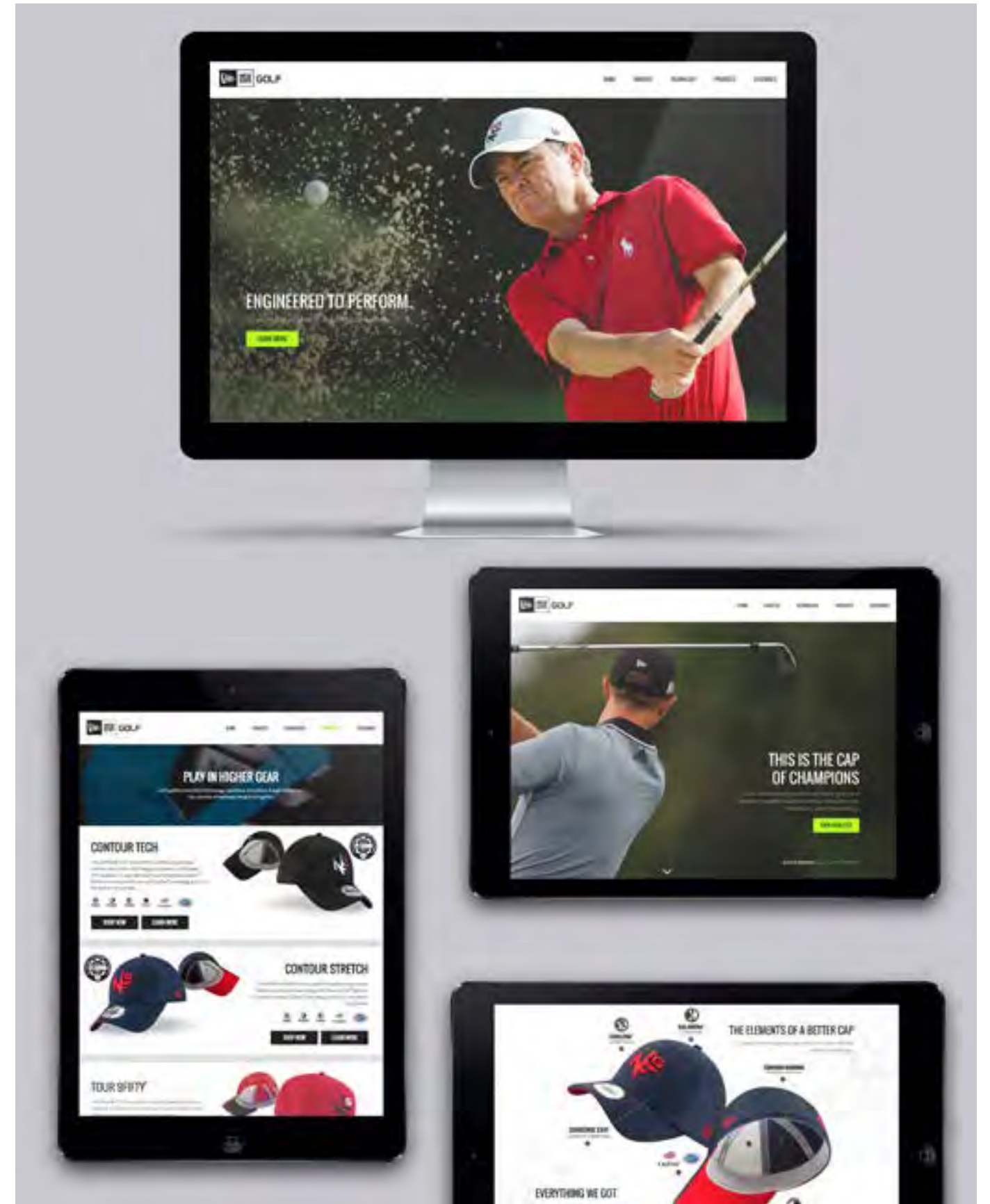


New Era Golf



New Era Cap

New Era Golf



New Era Cap

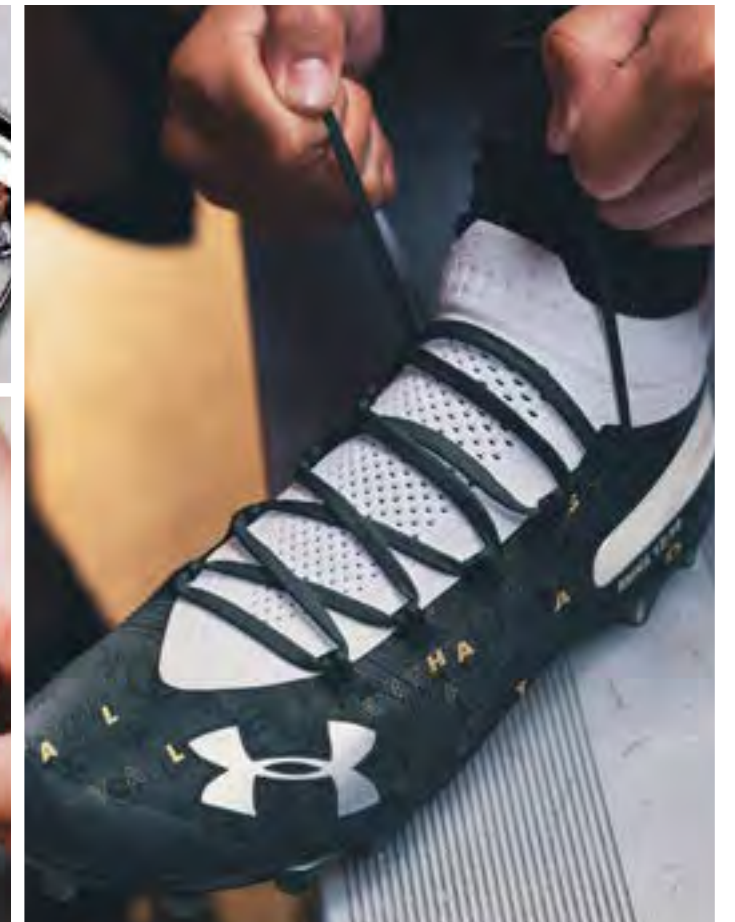
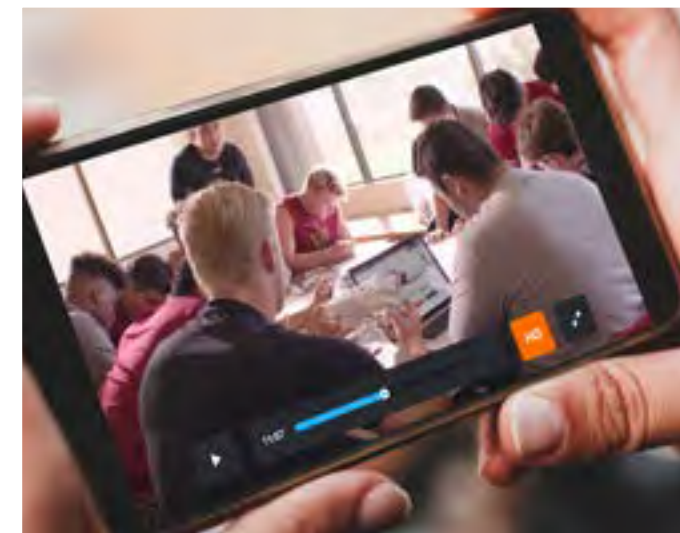
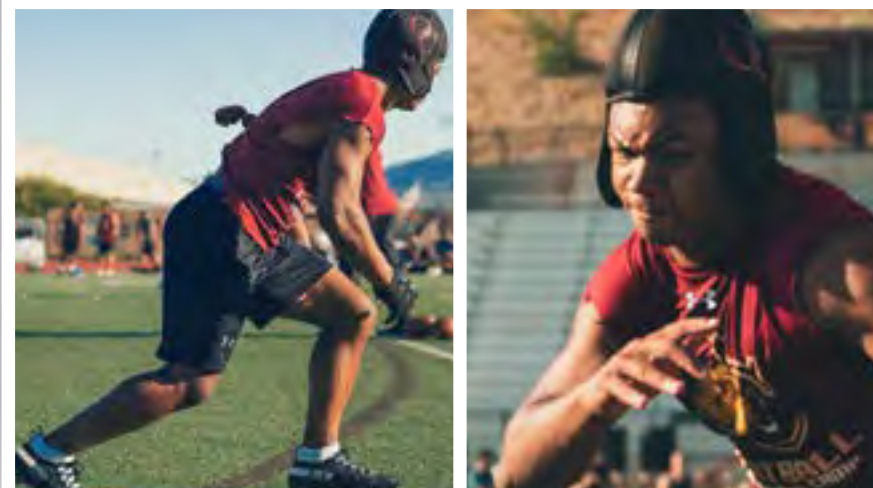
New Era Golf



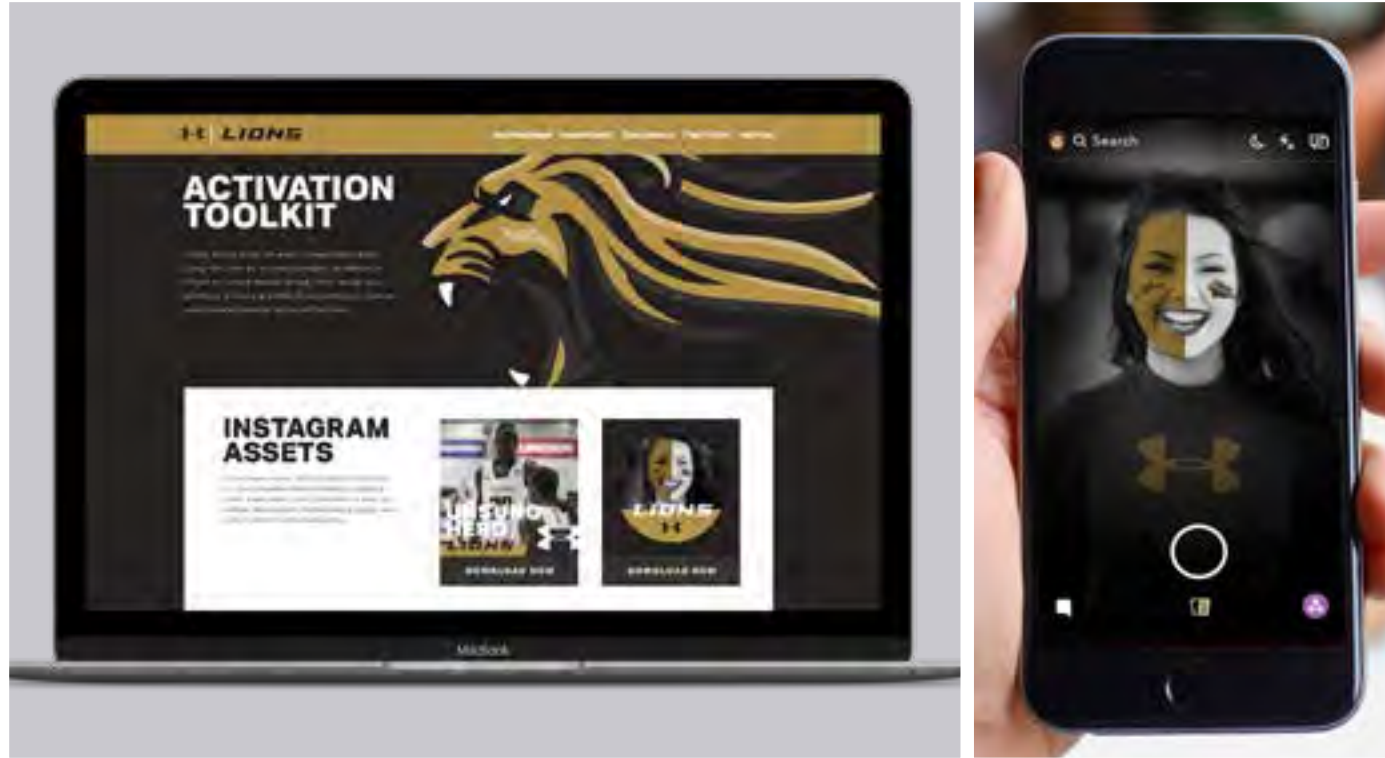


UNDER ARMOUR.

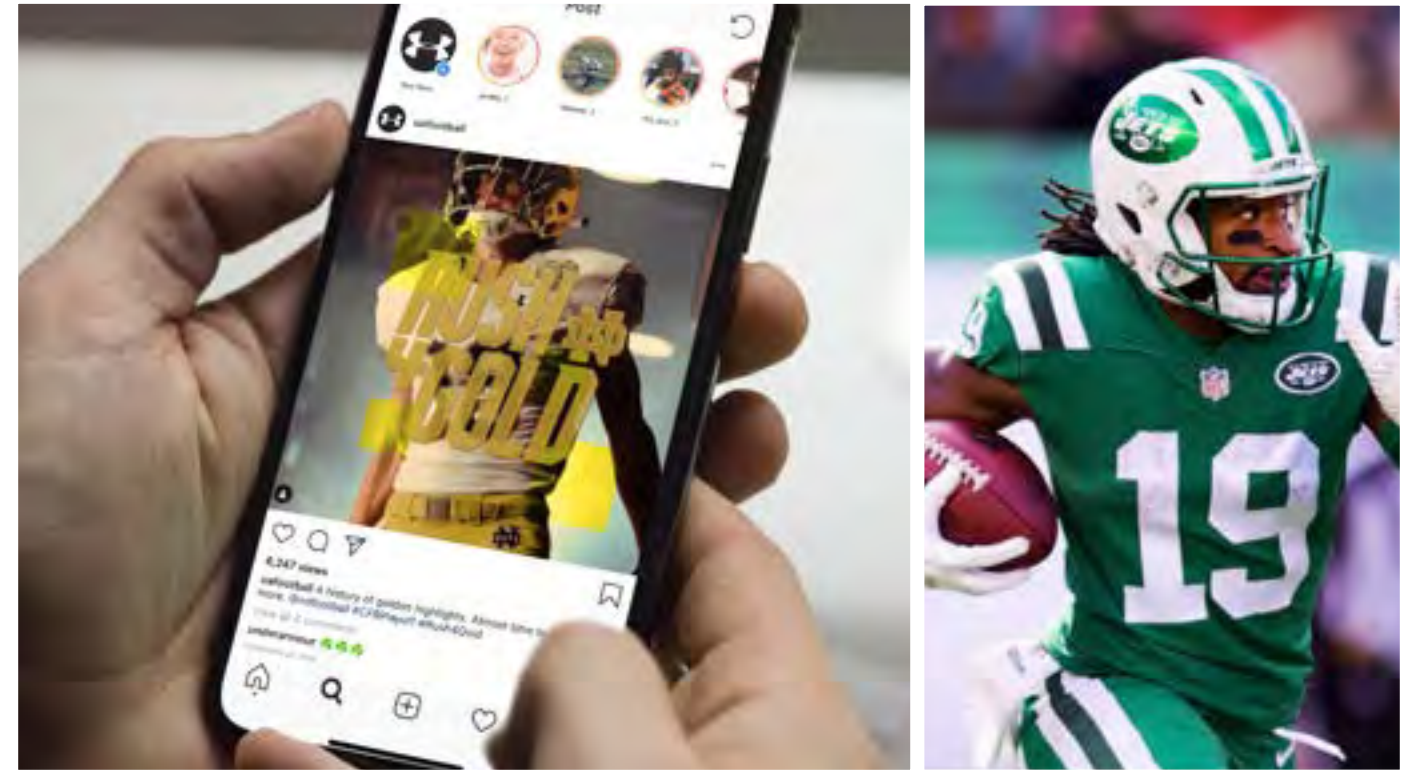
Under Armour
ICON



Under Armour
Digital Activation Toolkit



Football

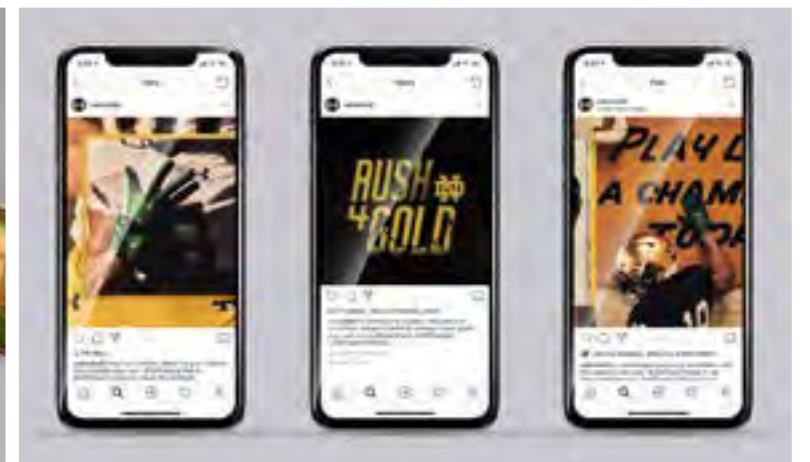


Under Armour

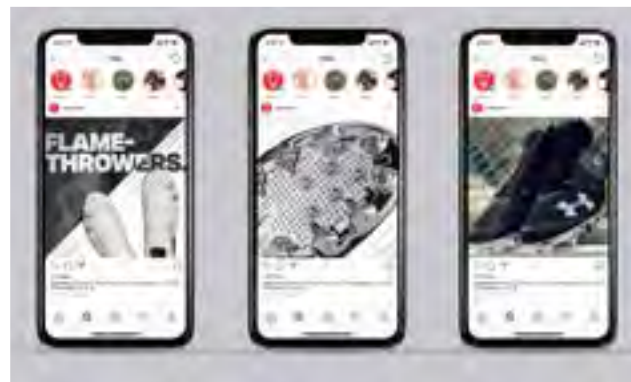
MLB All-Star Game



Notre Dame Seeding Box

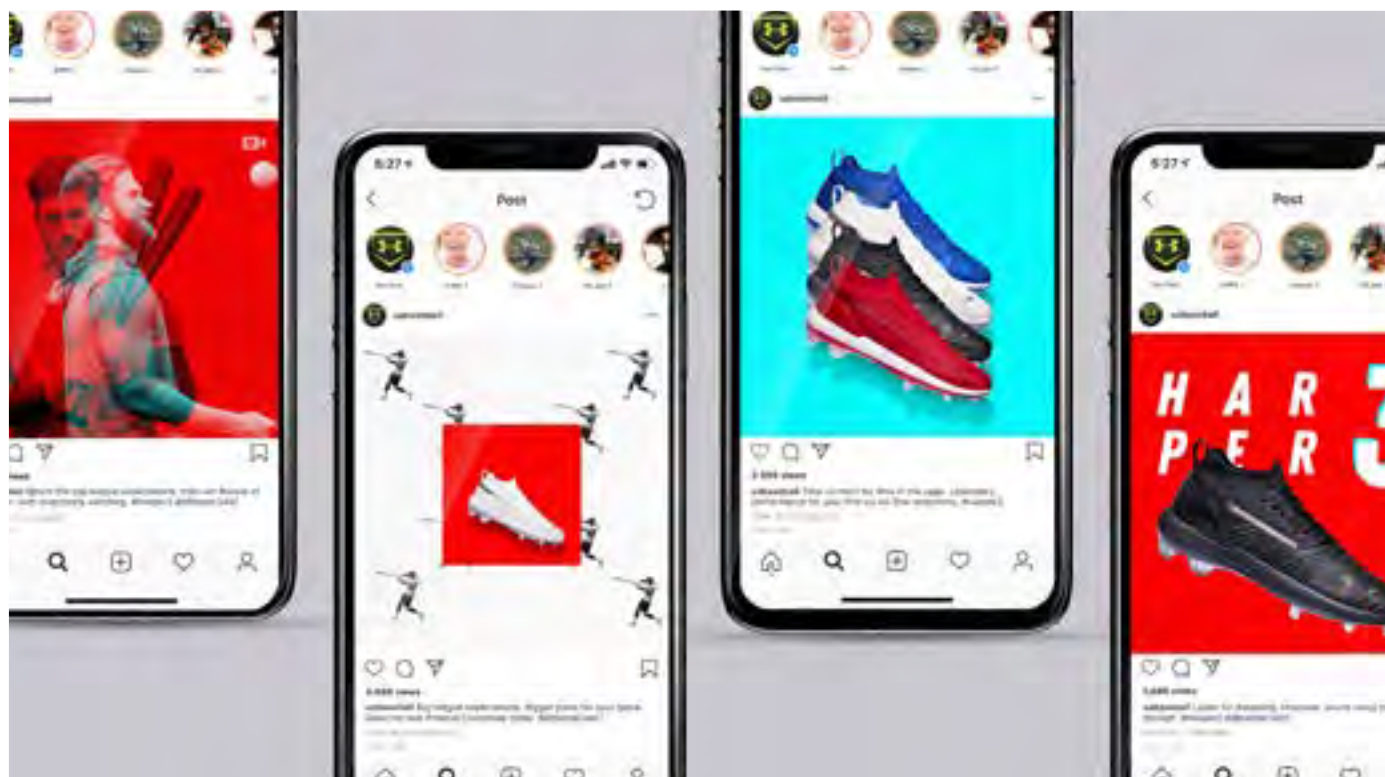
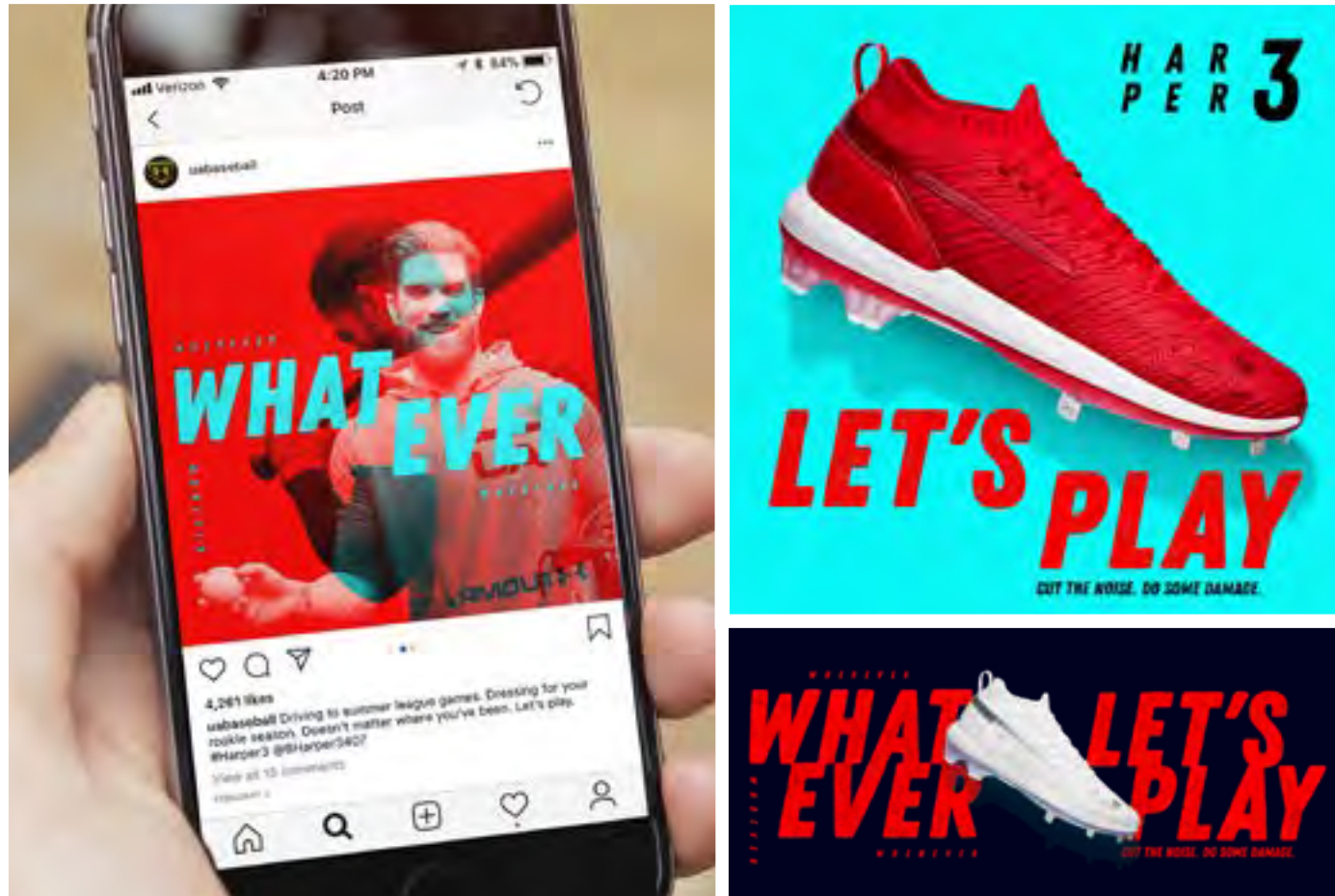


Under Armour
Lacrosse Campaign

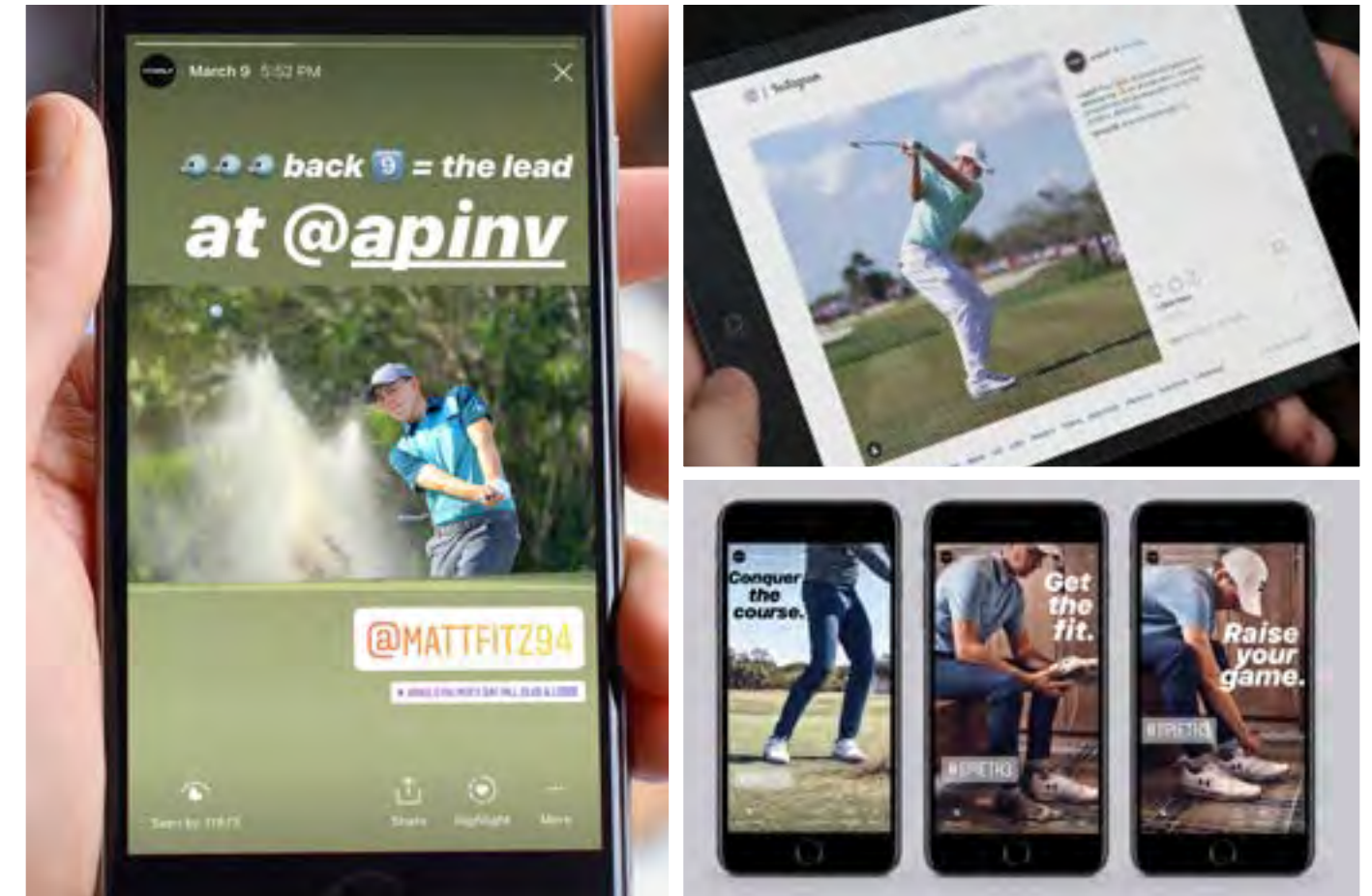
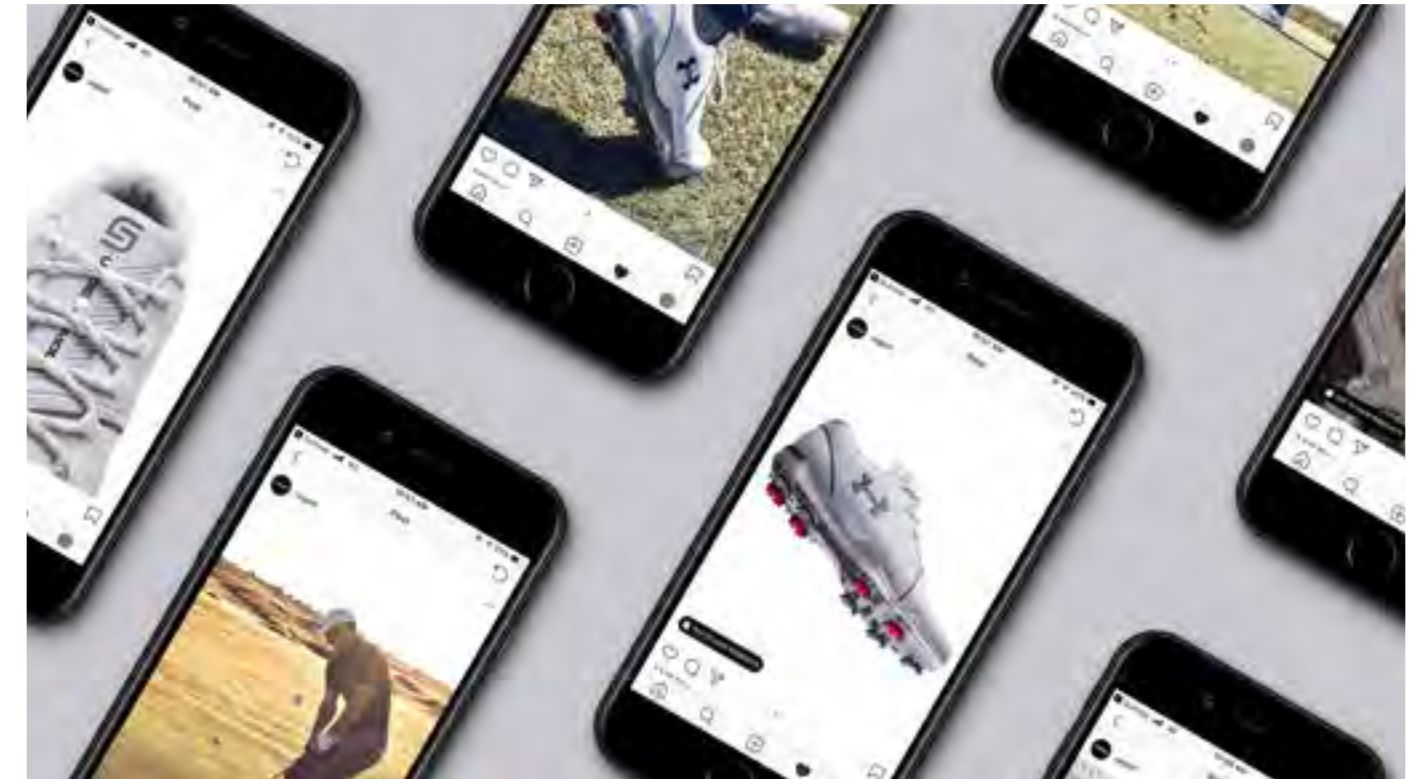


Under Armour

Harper 3 Campaign



Golf





DICK'S
SPORTING GOODS.

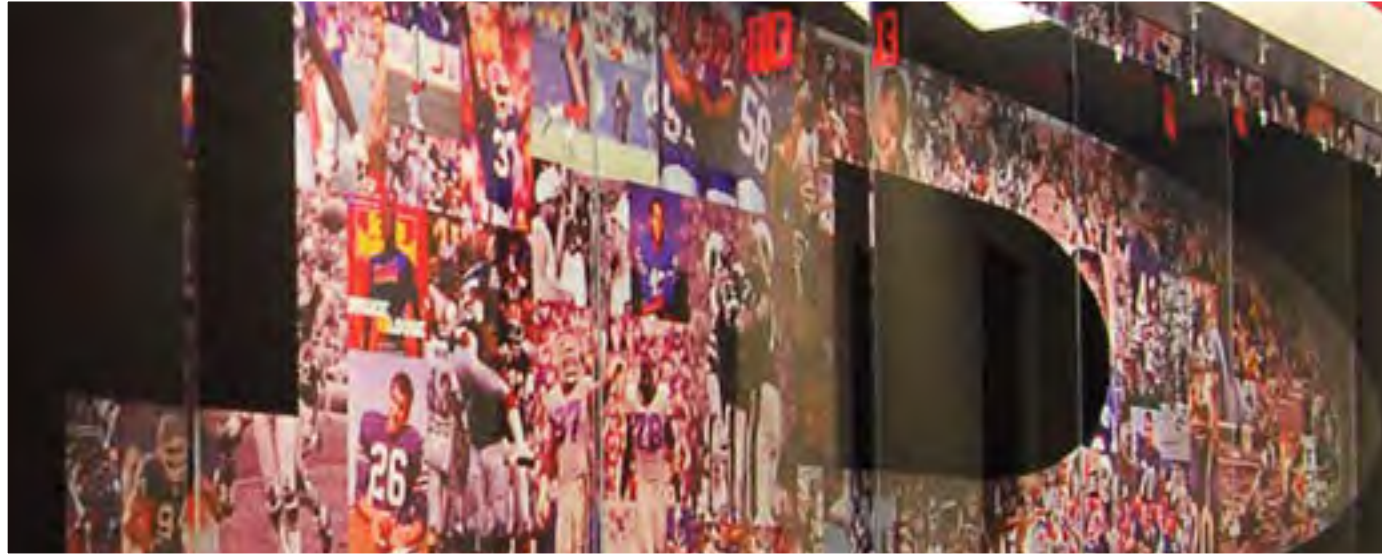
DICK'S Sporting Goods





Buffalo Bills

Environmental Branding



Club Seats Campaign

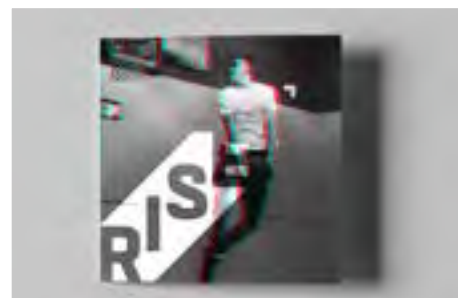




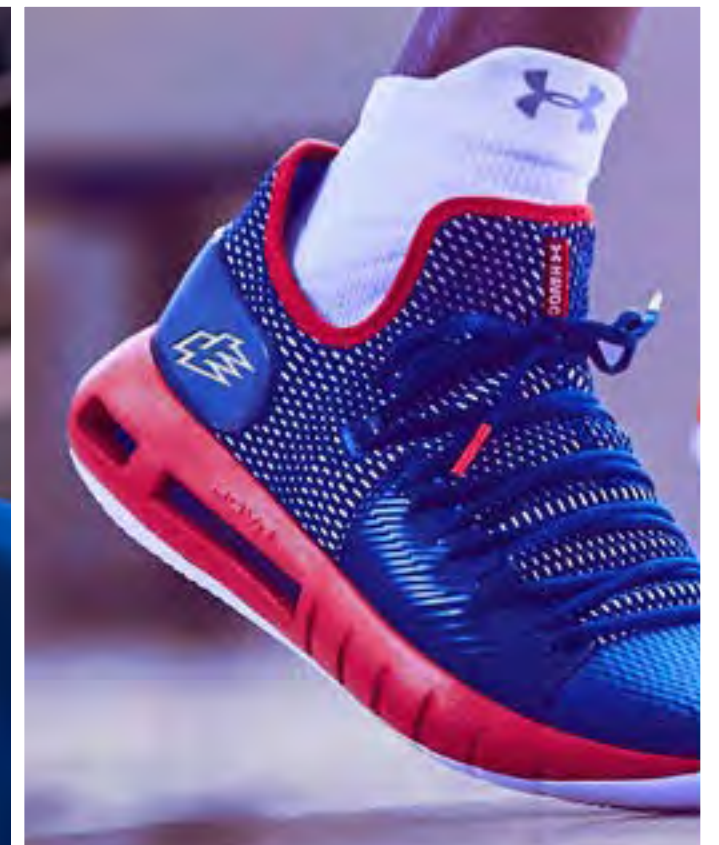
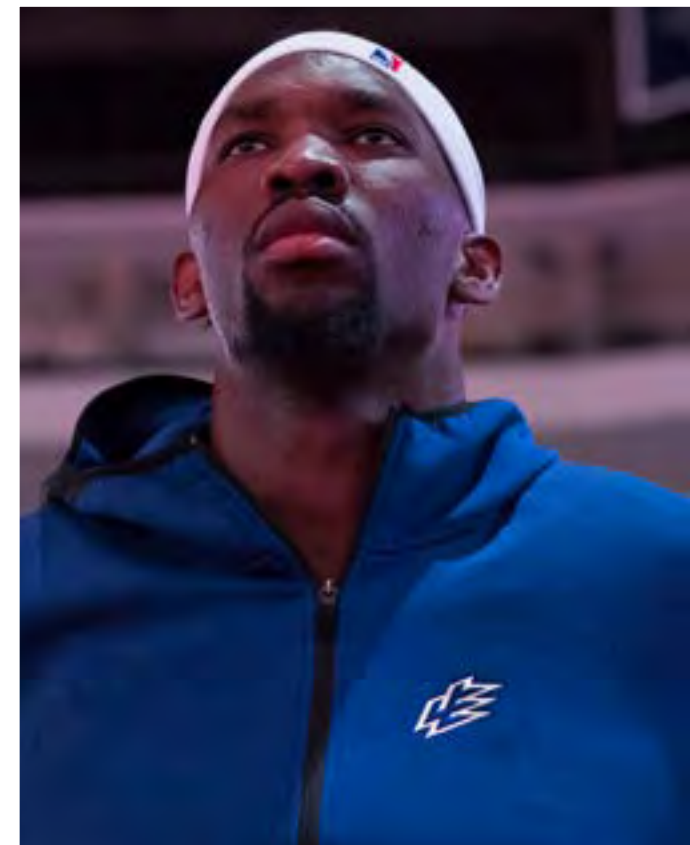
CAA*SPORTS*

CAA Sports

"Rise" Brand



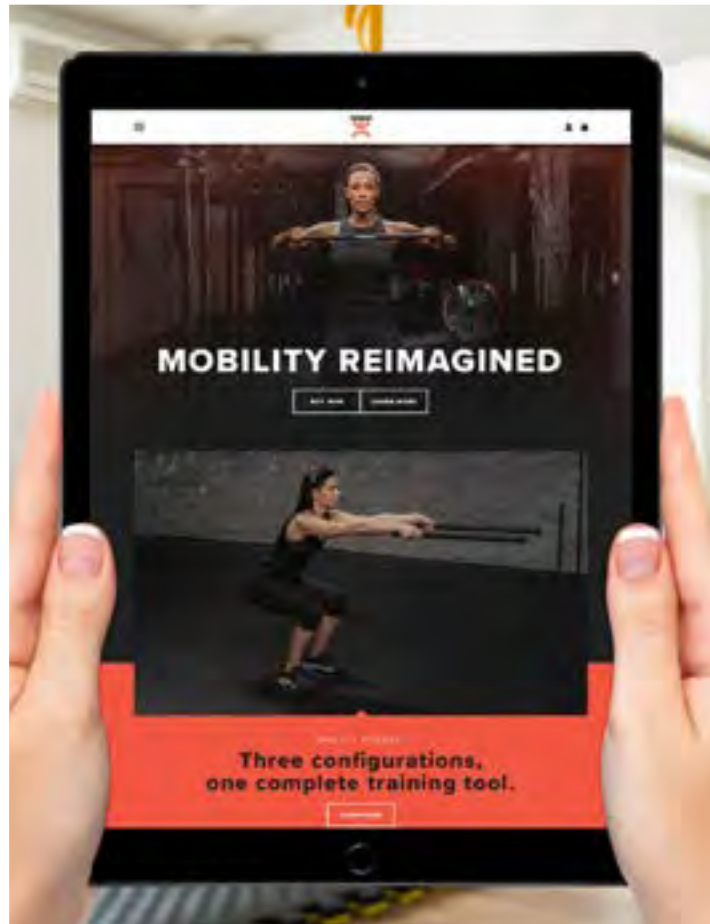
Joel Embiid Brand Design



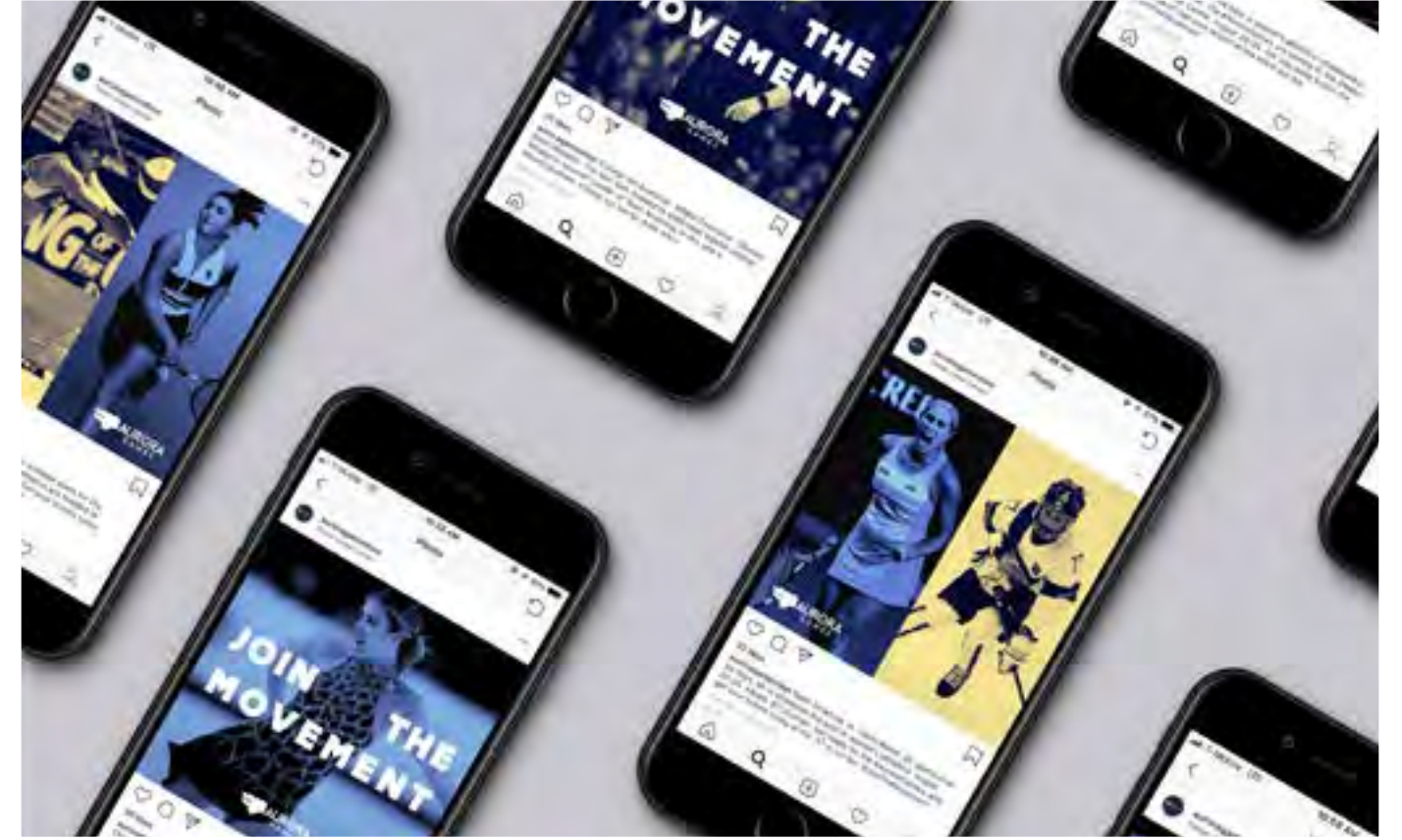
additional

work

ProBar Mobility



Aurora Games

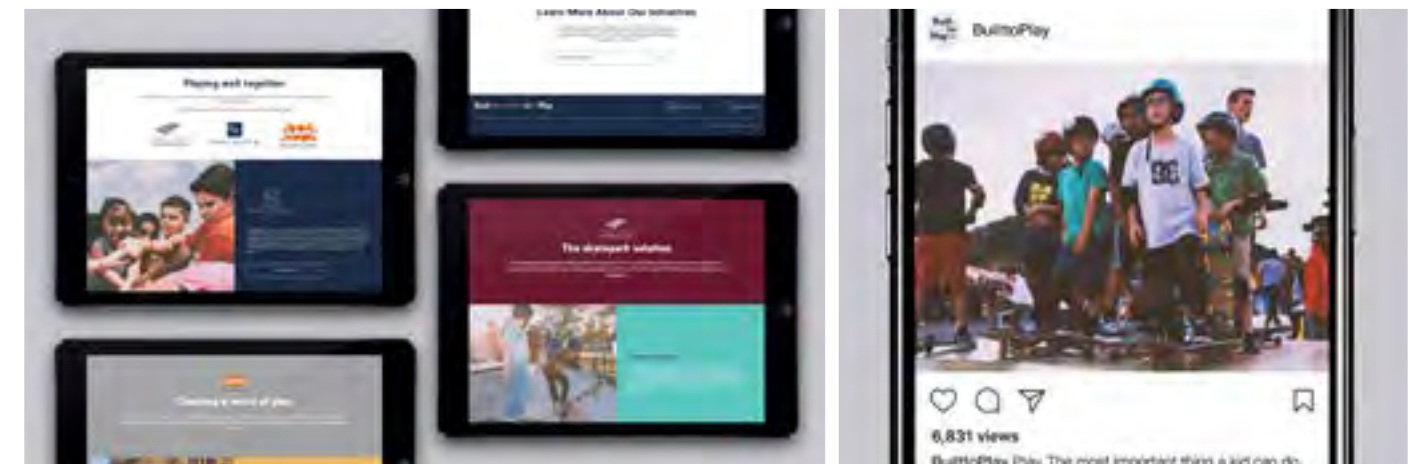
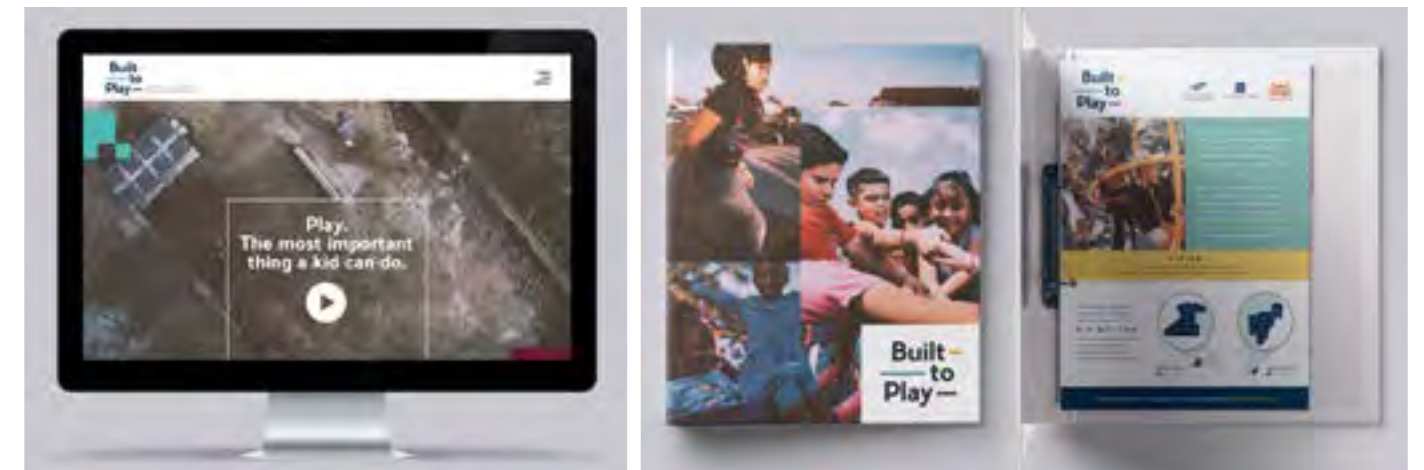


Ralph C. Wilson, Jr. Foundation

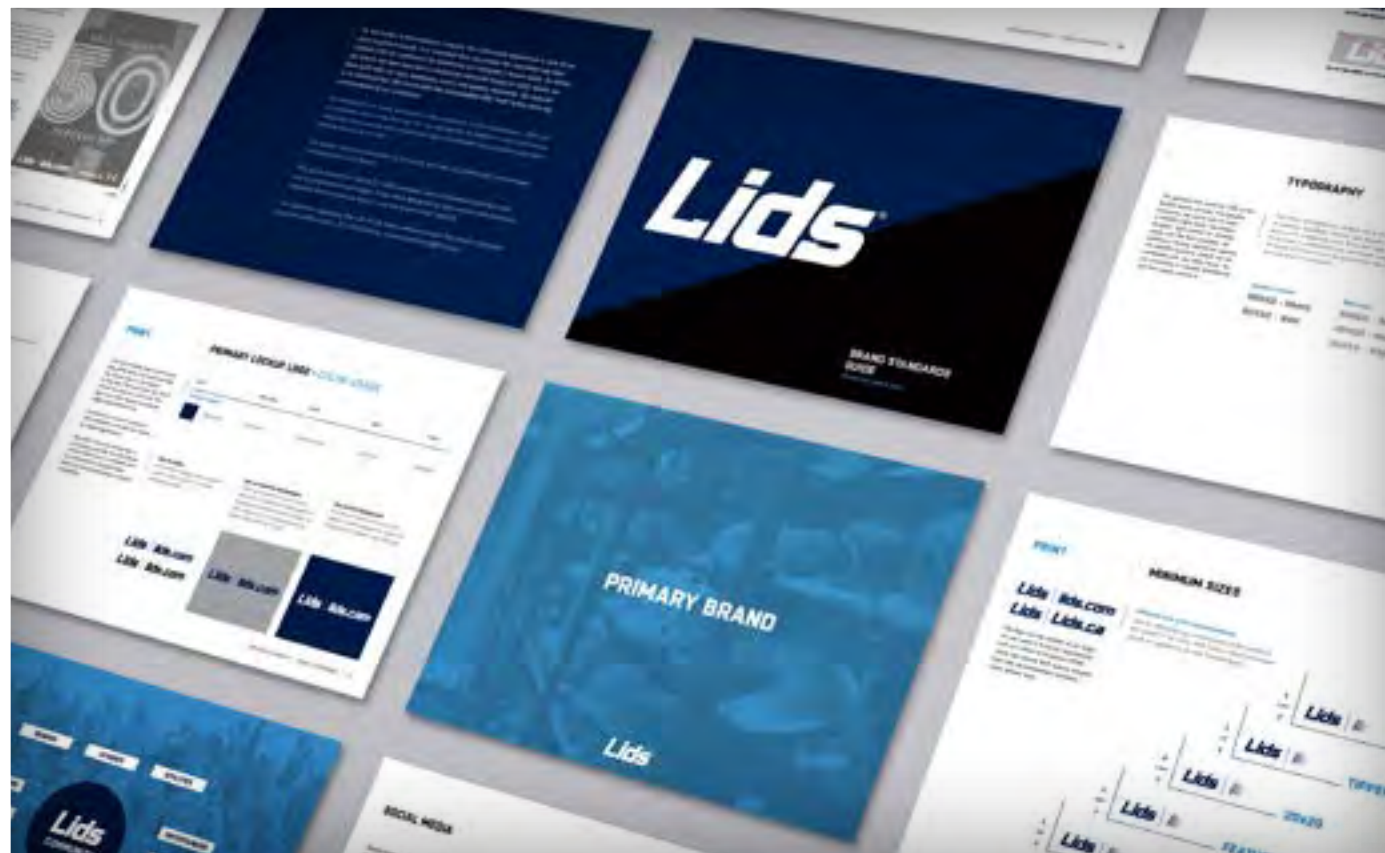
Brand Launch



Built to Play



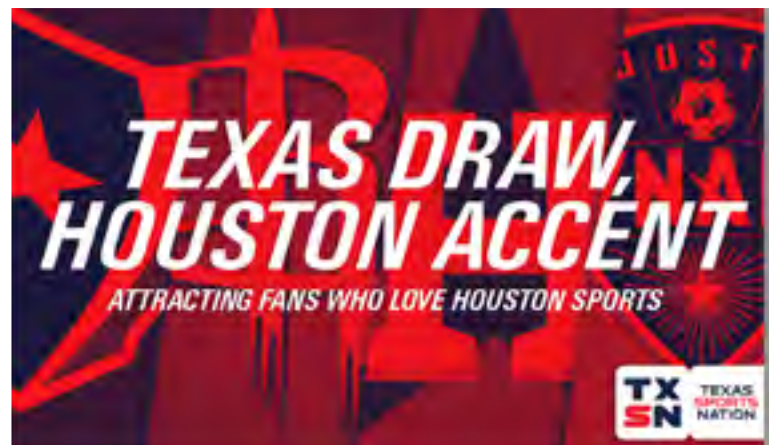
Lids



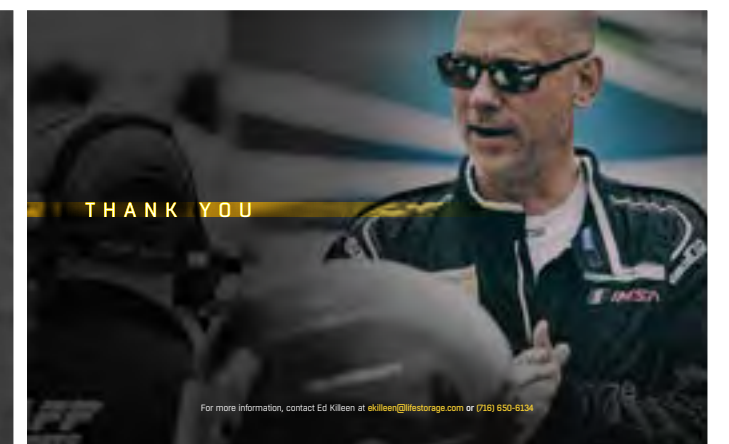
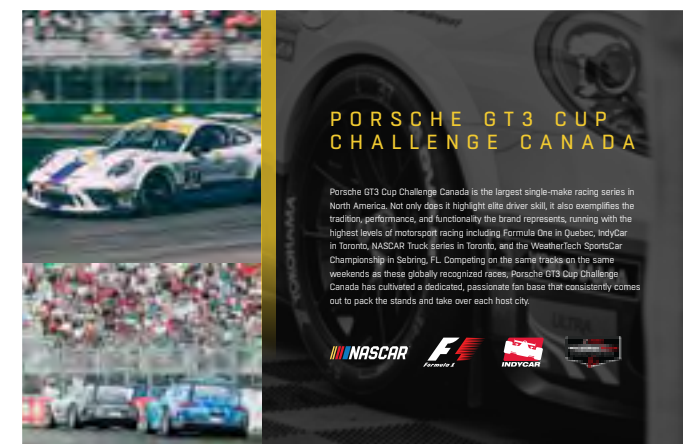
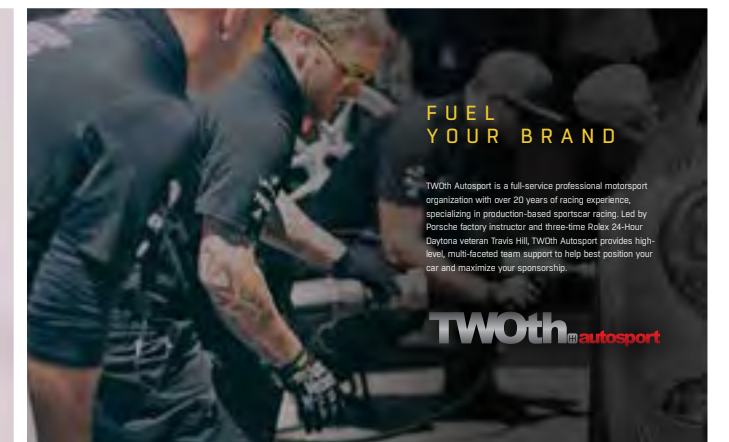
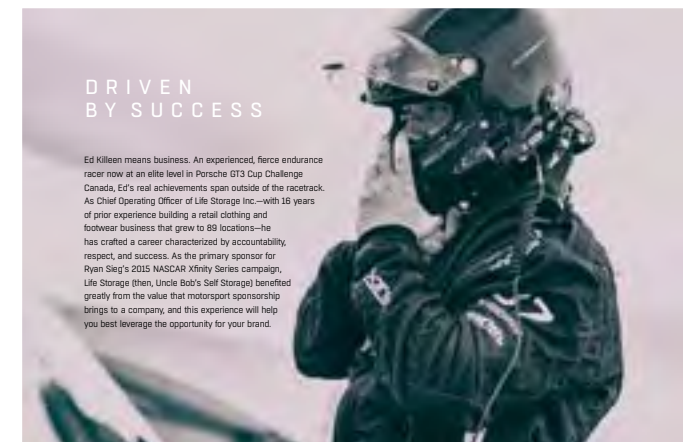
Leki



Texas Sports Nation



Porsche Racing



Empire State Ride



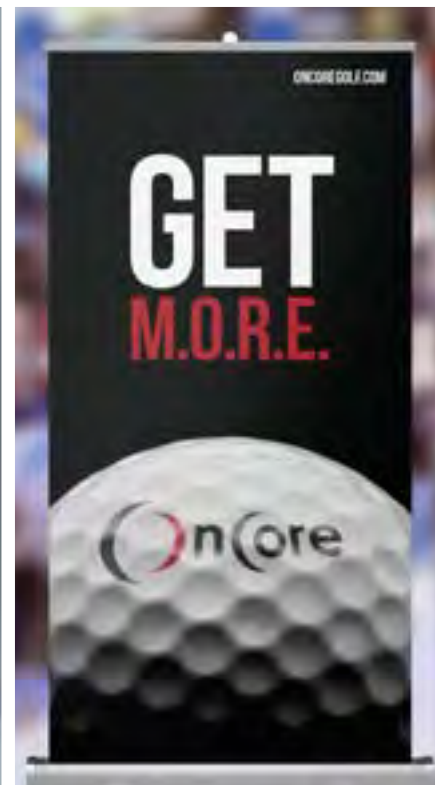
Albany Empire



OnCore Golf



Stack & Tilt



National Women's Hall of Fame – Right to Run 19K



Swiss Lacrosse



3 Nation Lacrosse Classic



Siena College



John Jiloty

Vice President

Martin Sport

jjiloty@martingroupmarketing.com

d 716 242 7482

m 410 241 8035

o 716 853 2757

contact

thank you.

martin.