

FIND THE 'I'

THINK BG

IMAGINATION, IDEAS, INNOVATION, INSPIRATION, IMAGE, IDENTITY

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NEWS



Securing Falcons Landing

As y'all know, BG AD Group appreciates players who throw around the 'ol pignskin. That's why BG AD Group is excited to represent The College Football Hall of Fame at the infamous get-together, Falcons Landing. It is the center for fans to rally and shout "Rise Up" three hours before kickoff. Our gold-star event ambassadors will tell fans about how they can see their favorite NFL players in the Hall's interactive experience. Check out this free event at the Falcon's next home game against the Chargers on 10/23. ~Mariah Avant – Senior Project Coordinator

THE BEST
OFFENSE IS A GREAT
DEFENSE



YOU'RE NOT GOING TO BELIEVE THIS

I often get asked what an activation is and what makes a great one. Simply, you get one chance or about 8 seconds to make a valuable first impression. Think of the carnivals in the 60's, 70's, and early 80's. The fire breathers and acrobats always wow'ed me. At events, people are curious about a company's offerings, whether it be freebies or someone to solve their problems with an innovative product. Your ambassadors must astonish the crowd like a circus magician. A warm body will not suffice. We employ dedicated and personable students from surrounding colleges, off-duty firemen, or teachers to advocate for your brand. I tell them every day; you get one chance to make a first impression. ~Darien Southerland – CEO/President



PARTNERS

A & E	WBTV
ABC	WBZV
CBS	WDBJ
CNBC	WDUN
CNN	WDUV
ESPN	WFFH
ESPN2	WFHT
Food Network	WFOX
Fox News	WFTV
Fox Sports 1	WGGH
Fox Sports 2	WJAX
Freeform	WJLA
HGTV	WJXA
MSNBC	WJZY
PBS	WKHG
TBS	WKHX
TNT	WKKT
UP	WKMG
KDFW	WLAC
KHOU	WLRT
KTVT	WPLG
KYW	WPVI
NBC News 12	WQQQ
WACH	WQUL
WAGA	WRAL
WAKB	WRLH
WAY-FM	WSB



ACCOUNTS



We are happy to welcome LakePoint Sporting Community as our newest client! For families who are living the “travel sports lifestyle”, LakePoint is the premier sports vacation destination. It combines elite multi-sport athletic facilities with retail, entertainment, and hotels for the ultimate sports experience. By utilizing our many relationships and expertise in sponsorships and activations, BG AD Group is happy to assist LakePoint in securing sponsors. Existing partners include Coca-Cola, KIA, and WellStar. LakePoint is conveniently located off of I-75 in Emerson, GA just 35 miles North of Atlanta. ~Beth Kelley, VP, New Business Development

EVENTS



McEachern Indians vs. North Paulding Wolfpack:
10/21 @ 7PM

Friday Night Lights:
10/28, 11/4, 11/11, 11/18

KSU vs. Clark Atlanta Game: 11/5

Apple Cider Days:
10/21 - 10/23

Taste of Atlanta:
10/22 - 10/23

Falcons Landing:
10/23 | 12-4PM

Fall in Love with Football at the Avalon: 10/29

Falcons Landing:
10/30 | 12-4PM

KSU vs. Presbyterian College Game: 11/12

5 Ingredients to Activation Success

At BG AD Group, we know how to throw one heck-of-a party! Here are the 5 “must-haves” to run a successful activation (fair warning, we won’t spill all of our secrets!).

1. A Poppin’ Location

Choose an area for your event that naturally draws in big crowds. Festivals are great! Research upcoming events and register as a sponsor. Read more in BG’s Blog.

2. Booth Set-up

You will need:

Tent, Table with tablecloth, Banner or sign, Giveaways, and an Interactive element

3. Teamwork Makes the Dream Work

An ideal gold-star ambassador should be: Outgoing, Clean-cut, On time, and Willing and Able

4. Feature an Interactive Game

We typically use good old fashioned corn hole or spin-the-wheel.

5. Branded Swag

~Lauren Kandrack – Project Coordinator



PARTNERS

WSET	FOX54
WSIC	Joy FM
WTHB	Kicks 99.7
WTHR	KISS 104.1
WTKR	Perry Broadcast
WTSP	Rick&Bubba
WTTG	Star 94
WTVT	WGAC AM
WVBL	WGUS 102.7
WVEC	WKXC99 FM
WVFJ	WNGC 1-6.1
WWEV	Augusta Chronicle
WYNF	Gainesville Times
104.7 The Fish	WSCG
680 The Fan	92.9 The Game

A BG HELLO

