

TOPGOLF ALLEN, TEXAS GRAND OPENING

A Case Study in Publicity, Event Production, Community Engagement

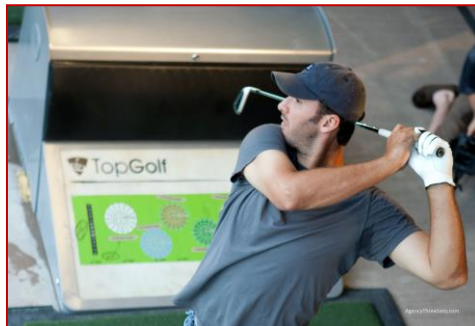
OPPORTUNITY

TopGolf, now one of the nation's fastest growing entertainment concepts, was about to open its first new "next generation" \$10 MILLION facility in Allen, Texas. Having previously worked with AGENCY 360 to manage their media relations in other markets, they expanded our role to include event production and community development in this new market. From planning to execution to on-site management, 360 handled all aspects of the grand opening.

"TEXAS-SIZE" IT

Some production highlights:

- A celebrity shoot-out competition with Dallas Cowboys quarterback **Tony Romo**; tight end **Jason Witten**; nationally syndicated radio host **Kidd Kraddick** and PGA Golf Pros **Hunter Mahan**, Colt Knost, Notah Begay III and Bo Van Pelt.
- An unplugged, acoustic concert by country music star Pat Green
- A fairway performance by the Allen High School Marching Band
- Flag raising and rifle salute by the Allen Fire Department Color Guard



PUBLICITY

Over (45) mainstream placements in less than (3) months including:

- The Golf Channel
- NBCSports.com (front page)
- All local TV networks
- The Dallas Morning News
- The Dallas Observer
- D Magazine
- PGA Magazine
- Texas Monthly Magazine
- American Airlines Publications
- Texas Meetings + Events Magazine
- Golf.com
- UrbanDaddy.com

"Before tonight my favorite place to hit golf balls was Grayhawk Golf Club...it has some serious new competition."
– Golf.com

"[TopGolf] is a good Friday or Saturday night place to take a group of people." – Tony Romo

"This is a "10" no doubt, you've got so many targets, great food, so many aspects to just having a good time. You could be out here all day, all weather, January thru December, banging balls." – Hunter Mahan