

# Sports Promotion

## Client

MUTV (Manchester United TV)

## Brief

Launch to potential customers

## What we did

- Negotiated sponsorship with event organisers
- Produced Point of Sale
- Publicised event
- Managed entertainment of VIP guests on the night

## Result

5-a-side Masters Football Event at MEN (Manchester Evening News Arena)

## Reaction

Client very happy with the event

