

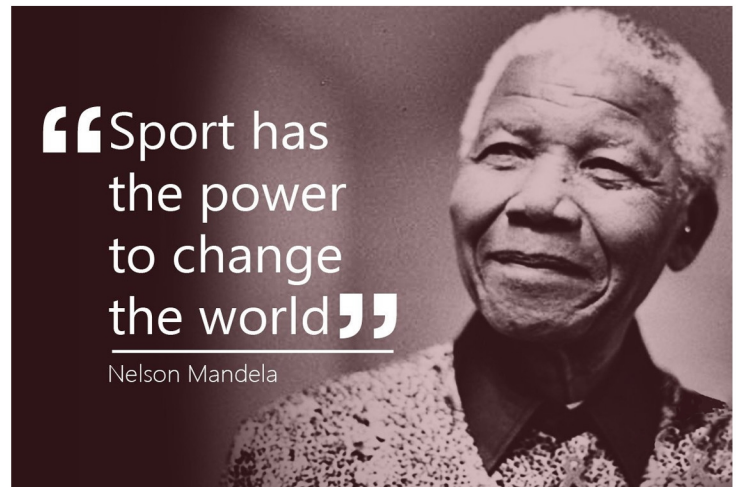


Innovative Marketing Group is a premier global sports marketing firm.

Our presence spans from North America, South America, Europe, Asia, and beyond. Our team of professionals and strategic partners have provided an array of consultative services for most of the world's largest companies, brands, sporting events and athletes.

Innovative Marketing Group has engaged over a million fans and influenced hundreds of millions of dollars of business.

We have designed programs for hundreds of corporations at major sporting events, from the Olympic Games, FIFA World Cups, America's Cups, Super Bowls, PGA Golf tournaments, NCAA Final Fours, and MLB & NBA All Star Games.



We Define Cultural Resonance for Brands Through Sports, Arts, Entertainment, Music, and Athletes

Innovative Marketing Group knows how to bring our client's brand to life that resonates and establishes authentic connections with their customers. Our strategic approach is framed around our diversity of thought process, content development, creativity, brand ambassadors, product sampling, digital interactive and social engagement, relevant influencers and premier talent to create unique experiences, that allows them to share their purpose, and develop brand affinity.



Today's fans are very astute and sophisticated in how they will give of their time and finances as it relates to their sports experience. Innovative Marketing Group will identify the perfect connection between brands and sports, and leverage creative ideas and unique attributes to present an experience that clearly articulate a brand's story and drive new sales revenue.





Value

Integrity



The world of sports and entertainment is full of infinite possibilities and opportunities. But for brands looking to standout, make their mark and stay ahead of the competition, they engage the professional services of Innovative Marketing Group. Our strategic consultative services align insights with brand activations, creativity with metrics, complex marketing activities and programs with measurable deliverables.

Our organization is filled with passionate thinkers and industry innovators, seasoned experts, and rising stars, who unleash each other's brilliance. This has allowed us to create an ecosystem of industry experts, strategic relationships, unparalleled access and intellect across multiple disciplines and platforms which ensures that our clients will achieve their business goals. What drives our organization is a passion to exceed our client's expectations by developing and implementing successful, innovative marketing programs that build brands.



Our Influence

When a company is looking for professional insight across the sports landscape, they engage Innovative Marketing Group. It is our strategic approach, level of expertise, influence & access, and our track record of delivering innovative programs and results for our clients.

The sports landscape is vast and can be complex to navigate. Our team of professionals understand how to develop a comprehensive strategic marketing plan that integrates sales management, marketing communications, data analytics, creative design, and digital media services, that will position to our client's brand as an industry leader or innovator.

For sports teams and properties, no one is better equipped than Innovative Marketing Group to deliver success through consultative sales, compelling brand strategies and innovative solutions.



**Creating brand affinity,
awareness, and driving
sales through strategic
engagement.**





Experimental Marketing

For three decades, Innovative Marketing Group has created transformative experiences centered around sports, music, and art events all over the world. These events serve as brand destinations and cultural attractions capturing the special moment. Our strategic approach marries innovation and creativity to deliver meaningful experiences that touch the mind and heart; and emotionally engages our target audience.



Athlete Marketing Representation

Innovative Marketing Group understands the importance for our athletes to have experienced representation. We have assembled a unique team of highly qualified professionals who possess the experience and expertise to connect our athletes with global brands.

Our athlete marketing representation division focuses on building personal brands, driving revenue through athletic endorsements and marketing partnerships and assisting our clients give back to their communities. Through our years of experience and depth of contacts, we have created and executed some of the most recognizable campaigns in recent history helping our clients to define their voice, reach new audiences and expand their spheres of influence.



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The objective of our athlete marketing representation is to maximize our athletes earning potential throughout their professional career.



Sponsorship Consultation

Our consultants have worked with some of the best-known brands to connect with prestigious sponsorship opportunities around the world. Our clients have relied on our professional expertise and experience to provide comprehensive consulting services in the field of:

- Sports marketing strategy and execution
- Motorsports consulting and activation
- Property / media acquisition, distribution and management
- Creative design services and conceptual development
- Integrated program modeling
- Multi-channel activation and promotional fulfillment
- Market research studies
- Sponsorship evaluations/ROI analytics

Innovative Marketing Group can ensure our clients that their sponsorship will be successfully executed because we understand how to integrate sports marketing into their overall marketing strategy. We will evaluate, plan and execute a sports marketing program that will articulate our clients' vision, objectives and culture.

Our sponsorship research model is developed to provide information that is qualitative and quantitative. Our research model will examine the four critical areas.

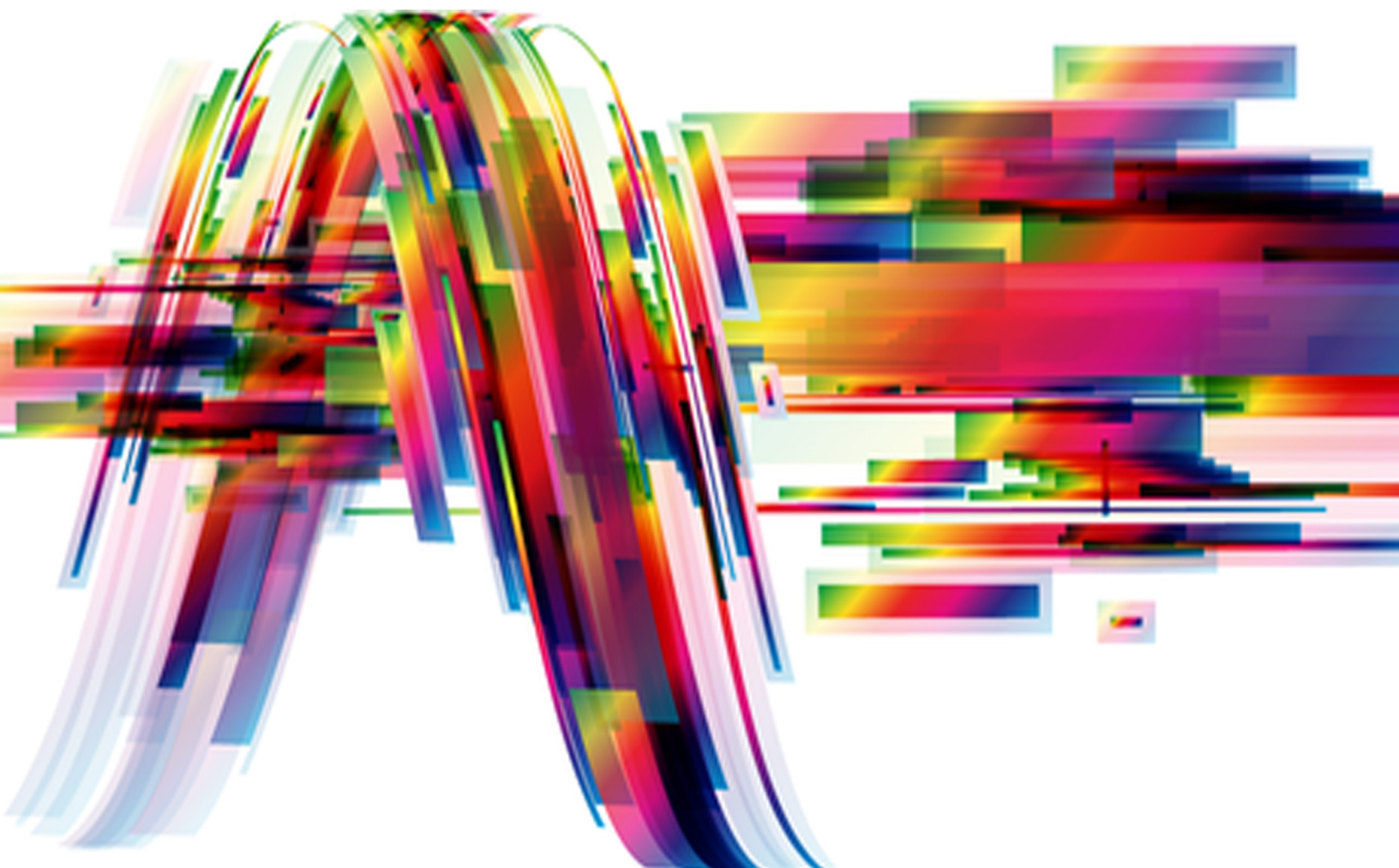
1. Can our client meet specific goals and objectives?
2. Does the event allow our clients to reach and engage its' targeted customers?
3. What is the targeted customers' awareness of your event sponsorship?
4. Is the sponsorship cost-effective?

Our research model assists our clients in measuring their return on investment for any event sponsorship.



Transforming fans into consumers





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