

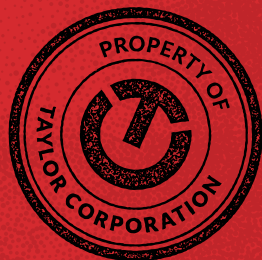


TAYLOR

THE SPORTING EXPERIENCES

PLAYBOOK

*Winning fans and building brands
with signs and graphics*



it's all about the **EXPERIENCE**

Taylor understands that few passions rival that of a die-hard sports fan. It all begins with the experience. As a leading provider of signs, graphics and displays of every imaginable type, we help to create experiences that win fans and build brands for sports teams and venues nationwide.

Taylor is a true “utility player” capable of managing the entire process — from initial concept and design, to production and fabrication, to turnkey installation on site, and more. Our Sporting Experiences Playbook offers you a glimpse of what’s possible when Taylor is on your team.

Contents

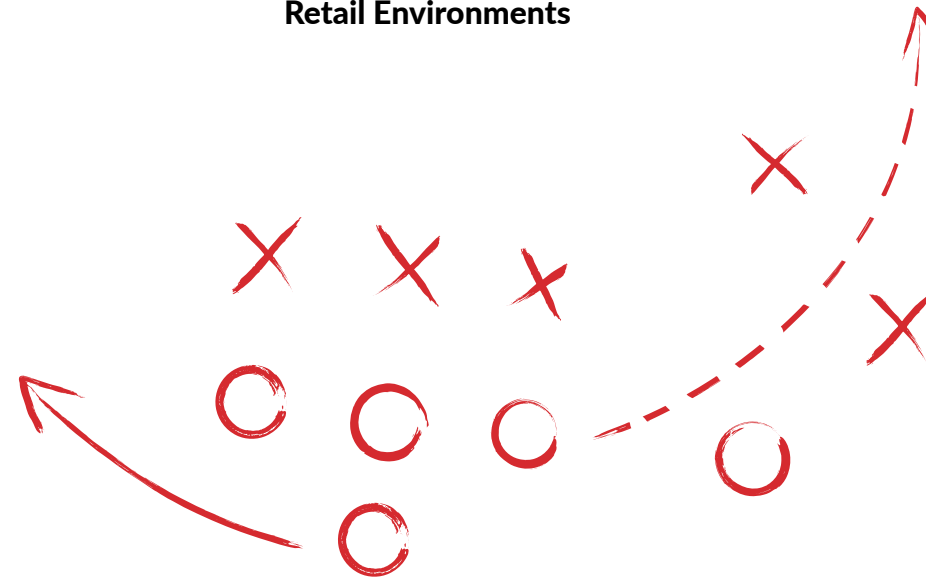
The Winning Play

Brand-Building Signage

Functional Signage

Fan Engagement Events

Retail Environments





the WINNING PLAY

Great sports teams are built upon trust. Each athlete trusts the player next to them to fulfill a certain role with timing, skill and precision.

Taylor is a trusted marketing communications partner to the sports industry and for good reason. We are uniquely positioned to deliver experiential signs and graphics from start to finish. The timing, skill and precision you need to create a great game day experience are available to you through a single source.

scouting report

Strategy & Storytelling

Bolster, a Taylor Company, is a team of marketing agency professionals trained in brand storytelling and experience development. They are on deck, ready to craft the story behind your signage.

Creative Concepting

Taylor's design professionals will develop detailed creative concepts for your review, helping you visualize how the brand story comes to life through signs and graphics.

Brand Consistency

Being able to entrust all types of signs and graphics to one partner brings consistency to color, quality and execution — adding to the fan experience.



film study

Color Excellence

G7® Master Certified color management expertise ensures precise color matching across print processes, devices and substrates.

Materials Science

We utilize a wide variety of materials — acrylic, vinyl, fabric, metal, aluminum composite materials, wood and more — to enhance the signature aesthetic of every brand.

Sustainability-Minded Solutions

Preserving Earth by Taylor offers you a more sustainable way to use signage. Recycled and recyclable materials, an opt-in signage recycling program, and waste-reducing campaign management software all come together in one comprehensive strategy.

depth chart

Custom Fabrication

Taylor's on-site research and development facilities (RaD Labs) enables us to experiment with materials beforehand and to custom-fabricate prototypes for your approval.

Kitting & Fulfillment

Taylor's national network of distribution centers enables us to provide comprehensive signage kitting and fulfillment services for prompt, accurate delivery.

Signage Audits

Detailed site surveys allow us to assess existing signage systems and to prepare "good," "better," and "best" options for you to consider.

Turnkey Installation

Taylor partners with highly trained local installers nationwide — including union labor where required — to ensure each item is installed to code.



brand-building **SIGNAGE**

Sports fans crave the opportunity to feel a part of something bigger. Colorful, attention-grabbing signs and graphics help to create an experience that forges a lifelong affinity for your brand.

- Backlit LED fixtures
- Building and vehicle wraps
- Custom-fabricated 2D and 3D artwork
- Dimensional lettering
- Feature and honor walls
- Large-format vinyl banners
- Wall, window and floor graphics



League MVP **rSERIES™ Fabric**

Each square meter of our rSERIES recycled fabric removes up to 36 plastic water bottles from the waste stream. Sustainability-minded raw materials like these are part of *Preserving Earth by Taylor*, our pledge to offer you a more environmentally conscious way to use signage.



functional SIGNAGE

Game day experiences are even more enjoyable when fans can find their way quickly, conveniently and safely. Taylor designs, manufactures and installs signage systems dedicated to the all-important “blocking and tackling” aspects of crowd management.

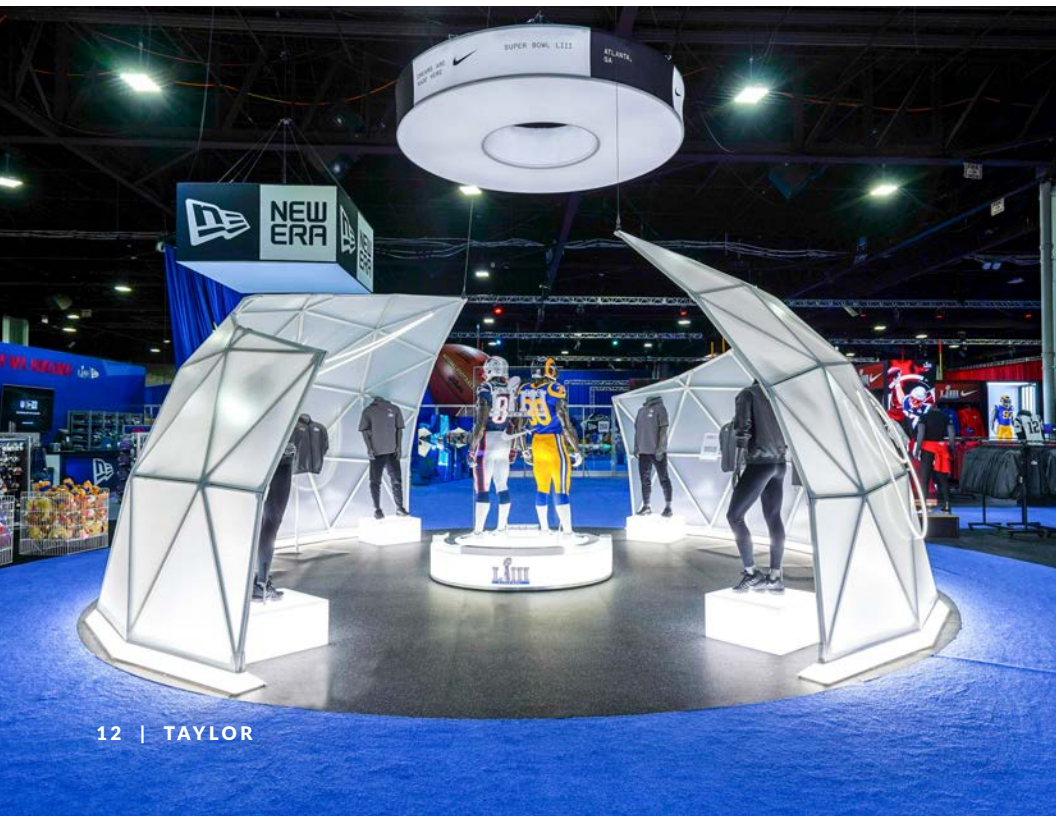
- Acoustic panels
- ADA-compliant signage
- Directory signs
- Wall signs
- Wayfinding signage systems



League MVP

ADA Compliance

From hospitals and clinics to office buildings, retail stores and more, Taylor is a trusted source of signage systems that are engineered comply with all federal Americans with Disabilities Act (ADA) requirements.



fan engagement EVENTS

Every sports league exists because of its fans. Taylor can help fuel their passion with special events and environments that immerse fans in the brand.

- Banner stands
- Booths, backdrops and countertops
- Experiential displays
- Feather flags
- Hanging sign structures
- Table throws



League MVP

Modular Signage and Display Systems

Taylor's 3D design team can create cost-effective displays, booths, backdrops and fixtures from our modular "kit of parts." Framing systems and graphic panels can be combined according to your needs to deliver a high-impact, branded environment on a modest budget. The possibilities are truly endless.



RETAIL

environments

The fan experience lives on long after the game has ended. Create inviting retail environments that allow fans to feel a part of the team by wearing your colors with pride.

- Custom point-of-purchase displays
- Fixture toppers
- Freestanding pedestal signs
- Hanging sign systems
- Standees
- Wall, window and floor graphics



League MVP

Recrylic®

Taylor's Recrylic is the world's only line of certified recycled acrylic sheeting. Using Recrylic instead of non-recycled acrylic reduces carbon emissions by up to 90% across a wide range of retail fixtures, displays and signs.



GAME ON

See for yourself how Taylor helps to win fans and build brands through the use of signs and graphics. Contact your Taylor representative to learn more.

1725 Roe Crest Drive, North Mankato, MN 56003

800.631.7644 | taylor.com

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