



NBA Franchise Thanks VIP Members With Customized Kit

Challenge

The NBA's Minnesota Timberwolves routinely thank VIP members with gifts throughout the season. Leading up to the NBA Draft, the team was looking for a way to show gratitude to 1,250 season ticket holders, business partners and public relations members. Taylor has long supported the Timberwolves' fan appreciation efforts and was engaged to bring this proposal to fruition.

Solution

Taylor developed a "draft party" kit consisting of a letter from the team's head coach and two glasses laser-etched with the Timberwolves logo, each securely held in custom foam inserts. A double-sided recipe card from team sponsors Absolut® and Jim Beam® was included with the drinkware. Completing the kit was a basketball ice mold that imprinted the shape of a basketball on each ice cube – adding a dash of fun and style to the season ticket holder's draft party. All this was housed in a custom box covered with shrink-wrap to protect against damage from the shipping label.

Results

Both the Timberwolves and the recipients were thrilled with the craftsmanship of the completed kits.



FAN APPRECIATION

The team was excited to express its gratitude to fans in a memorable way.



CUSTOMIZATION

Taylor assembled a kit that is truly unique in its representation of the Timberwolves and their brand.



A TRUSTED PARTNER

Taylor continues to provide fresh ideas to support the Timberwolves in meeting their long-term goals.