



*ME*

TAYLORMADE  
EXPERIENCE

**CAPABILITIES AND SERVICES OFFERINGS**



# ABOUT US

## WE START WITH A VISION

At TaylorMade Experience (TME) we are passionate about creating inspiring, memorable events for our corporate and non-profit clients. We start with a vision and develop a thoughtful, smart strategy to exceed goals. We develop and manage long standing relationships that make a positive impact.

**We care about every detail and we love a challenge.**

Your TaylorMade Experience goes beyond a spectacular event. It is a unique and comprehensive partnership that accomplishes your needs, realizes your vision and exceeds your expectations. From concept to completion we deliver the hallmark qualities for which we are known—an uncompromising focus on quality, personal service, integrity, and clear, honest communication.

TME is proud to be a woman owned & WBENC certified business. Consistently ranked in INC. Magazine and the Washington Business Journal as a Best Place to Work and top-ranked event management firm.



# WE HELP YOU SUCCEED

With over 50 years of combined experience TME is committed to producing results that positively impact your organization in the following service areas:



**EVENT  
MANAGEMENT**



**FUNDRAISING  
& SPONSORSHIP**



**BRAND ACTIVATION  
& MARKETING**



**MEETING  
FACILITATION**



**WORKSHOPS**



**TALENT  
ACQUISITION**

# LIVE EVENTS

**We produce flawless events that ignite the imagination, surpass expectations, and reflect your brand.**

With every occasion, TME works tirelessly behind-the-scenes to take care of every detail so you can focus on what is most important, your guests, donors and constituents.

## **Live Event Management Services Include:**

- Tracking timelines, task lists and deadlines
- Managing meeting agendas and notes
- Budget management
- Contract negotiations
- Venue research and site selection
- Sourcing vendors
- Print and online collateral materials
- Guest registration
- Table seating coordination
- Event set-up and tear down
- On-site greeting, registration and way finding
- Volunteer management
- VIP concierge
- Production and stage management
- Post-event reporting



# VIRTUAL EVENTS

Let us help you attract, engage and inspire attendees in a virtual setting.

With a clear understanding of best practices and thoughtful solutions for creating interactive and elevated content, we are your go-to resource for developing successful online engagements.

Let our team help you with:

- Planning timelines, task list & deadline tracking
- Platform integration
- Digital communications
- Talent booking
- Creative strategy and content development
- Production management
- Invitation and RSVP management
- Program participant briefings
- Live polling
- Real-time support
- Data collection & analytics
- Post-event surveys

AGENDA

DONATE

CONTACT US



WELCOME

TME's VIRTUAL  
CONFERENCE

1. Get Started Here >

2. Attend Sessions >

3. Watch Demos >

4. Visit Expo Hall >

5. Win Prizes >

6. Network >

AGENDA

TME

CONFERENCE



Workshops

Have questions about this virtual event or how to register? Visit our Help Desk.

POWERED BY TME



# FUNDRAISING & SPONSORSHIP

**The backbone of a successful fundraising event is having committed, engaged leadership and volunteers.**

Our work is designed to support our non-profit clients in realizing their financial goals and strengthen their relationships with donors. During the planning phase, we bring depth and creativity to developing striking sponsorship materials, craft appeals that are mission-focused and follow-through with prospective supporters to deliver a lasting impression.

## **Fundraising & Sponsorship Services Include:**

- Assess the pipeline & research prospects
- Direct committees
- Organize meetings & drive agendas
- Analyze goal setting
- Develop sponsorship materials
- Amplify fundraising
- Conduct follow-up
- Track outcomes

# BRAND ACTIVATION & MARKETING

**We engage the public in ways that encourage brand recognition and inspire brand loyalty.**

The goal is to personally interact with the consumer and educate them about your offering, evoke a positive image of your brand, and fuel long-term loyalty. We create environments that engage all five senses, so your target audience is fully immersed in your brand, product and/or service.

## **Our Specialties Include:**

- Grand Openings
- Product Launches
- Live Activations
- Pop-Up Displays
- Interactive Mobile Vehicles
- Product Sampling
- Mobile Marketing Tours
- Greeter/Hospitality Services
- Product Demonstrations
- Vehicle Displays
- Live Concerts
- Food and Beverage Tastings
- Film Festivals



# MEETING FACILITATION

Having a comprehensive strategic plan is key to any thriving business. Establishing accountability and setting attainable goals will ensure your organization's success.

We bring an outside perspective, emotional intelligence and extensive experience to the process, keeping your group focused and productive. By asking insightful questions, encouraging full participation and balancing personalities, you are guaranteed a productive meeting that generates outcomes aligned with your mission and goals.

## Planning

We will work with you to create the ideal format for your meeting, tailoring the schedule and content to deliver an effective and impactful event.

## Facilitation

We bring the energy you need to keep everyone engaged. Whether you aim to reach a global audience using an integrated online platform or prefer an in person gathering, TME is prepared to offer our insights and best practices to curate meaningful, immersive experiences.

## Outcome

A clear roadmap to achieving your desired goals.





# TALENT ACQUISITION

Leverage our network and experience to help your organization find the most qualified candidates

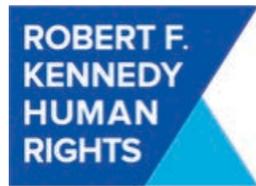
## Talent Acquisition Services:

- Quickly learn your organization's culture and needs
- Develop a clear position description
- Execute a comprehensive search
- Find the most qualified candidate
- Navigate the hiring process
- Ensure an extraordinary fit

## Individual Job Search Support:

- Executive level polishing
- Cover letter editing and resume review
- Identifying skill sets for those in job transition

# SELECT CLIENTS



A WIDER CIRCLE



AMERICA VOTES





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TaylorMade Experience takes on huge responsibility and delivers great results - on time, within budget and of great quality. We have worked with TME for the past 12 years on six annual events producing extraordinary experiences for our guests and our organization.

**Lynn Delaney**

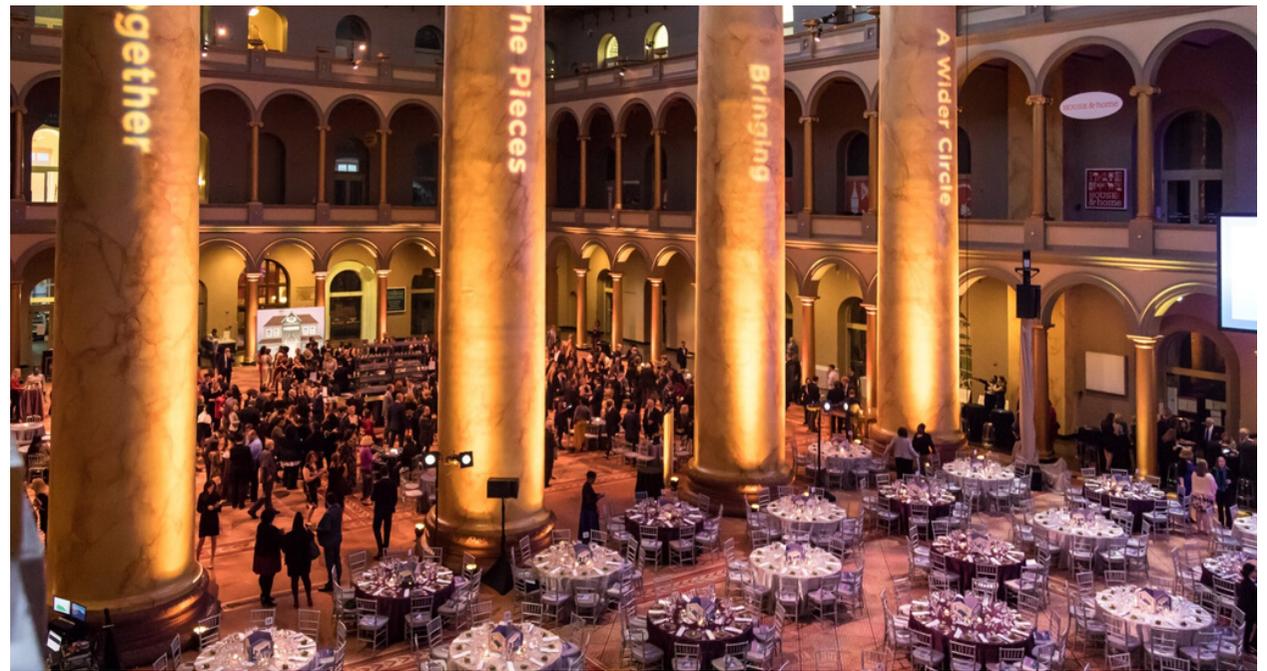
**Executive Director, Robert F. Kennedy Human Rights**

“

The SEC Historical Society had a fantastic gala for hundreds of guests, and we couldn't have been more pleased with TaylorMade Experience's assistance. From the very start, through the post-event wrap-up, my board and I were impressed by the professionalism, breadth of knowledge, and detail orientation of the TME team. They were exceptional. They kept us on track and on budget, and we are still receiving kudos from our guests for a fabulous, memorable event! Thank you TME!

**Jane Cobb**

**Executive Director, SEC Historical Society**





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GOOD Projects would not be where we are today if it wasn't for the tireless work of the TME team. I appreciate everything you all do for Danny, Troye and me each and every day.

**Darius Baxter**

**Chief Engagement Officer, GOOD Projects**



*TME*

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[www.TaylorMadeExperience.com](http://www.TaylorMadeExperience.com)