

Testimonials

TK New York, in collaboration with Stuff Magazine, designed and executed 'The Jack Daniel's Racers Lounge' four-city tour for Jack Daniel's Tennessee Whiskey surrounding the 2005-2006 NASCAR season. The main goal for Jack Daniel's was to provide a responsible and relevant consumer experience celebrating our association with RCR Racing and NASCAR. TK New York and its team accomplished this with the utmost professionalism and brought the program to a level of equity enhancement that exceeded our expectations. We would welcome the opportunity to work with Tracy and her team again in the future.

– USA Brand Director, Jack Daniel's

The Maxim Rock City party was the number one Super Bowl party to attend in Detroit because of Tracy and her team at TK New York. They showcased complete passion, superior execution and outstanding results for Absolut. We would welcome the opportunity to work with TK New York again in the future. They are true rock stars.

– Marketing Director, Absolut Spirits Company Inc.

Tracy Kessler is one of the most diligent, detail-oriented and professional producers I have worked with. She understands both the atmospheric needs of a good event and has the business smarts to satisfy multiple sponsors within a project successfully and innovatively. And does it all with a smile.

- Associate Publisher, Creative Services & Marketing, Maxim Magazine

TK New York is my secret weapon. Tracy Kessler was brought in to produce our most high-profile and biggest budgeted event of the year. The event was extremely successful, garnering millions of media impressions as stars like Alex Rodriguez and Johnny Damon walked the red carpet. Tracy integrated the sponsors seamlessly, controlled a staff of hundreds and most importantly, brought the event in on budget. TK New York has my highest recommendation. We are already using them again.

– Marketing Director, Stuff Magazine

TK New York did an excellent job running a complicated aspect of our 300 person annual dinner. Tracy has my highest recommendation.

– NYC Committee Chairman, Ducks Unlimited, Inc.

TK New York is an asset to our event team. Tracy's experience in the music industry gives her an edge when working with high-level talent and their management. We trust TK New York to represent our organization time and again.

– Communications Director, Seeds of Peace