

## Dodge Extreme Hoops

As part of the NBA's allstar weekend, Tracy Kessler and the TK New York team worked with Maxim to create specialized activities to be featured at the Extreme Hoops event presented by the All-New Dodge Avenger. In the contest to win \$1 million, TK New York worked with Travis Bass and Eli Marketing to build a 20' tall, 8' square clear box filled with basketballs. For three days attendees could venture a guess as to how many basketballs were inside the box. At the end of 3 days the 10 closest guessers were asked to participate in a trivia contest - the winner of which was given the opportunity to make the \$1 million dollar basketball shot. TK New York managed the entire process of staffing and execution. In addition, TK New York was also responsible for setting multiple car displays both inside the casino and outside by the treasure pirate ship. TK New York worked with Dodge, the venue and a number of production contractors to build displays, get the cars to where they needed to be and reflect the client's marketing objectives. To achieve additional publicity, Tracy Kessler and the TK New York team worked with Maxim to put together an area where attendees could take pictures with models and the Dodge Avenger. All pictures were posted on e-shots for the general public to view.