

# BURNS

**BURNS ENTERTAINMENT & SPORTS MARKETING**

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

# **BURNS THE ONE STOP SHOP FOR ALL YOUR ENTERTAINMENT AND SPORTS NEEDS.**

**Burns Entertainment & Sports Marketing, Inc.** has been the industry leader for over 39 years, linking entertainment and sports celebrities and properties with top brands in every category for such clients as Coca-Cola, Unilever, Sprint, Procter & Gamble, Miller Brewing Co., Kraft, Gillette, McDonald's, Novartis, American Express and hundreds of others.

Our in-house experts work for you, leveraging experience and industry savvy to negotiate and execute any and all deals in the entertainment and sports space. Burns represents YOUR interests, not the talent's.

Burns handles all requests for endorsement and/or spokesperson campaigns, personal appearances, voiceovers, performances, sponsorship opportunities, music licensing, speaking engagements and more. Our state-of-the-art database provides us with access to over 20,000 celebrities and properties for any request.

We provide counsel and insight on how best to utilize entertainment or sports celebrities and properties to benefit your brand.

**Celebrities influence trends, opinions and consumer purchasing decisions. Let Burns help your brand harness the power of celebrity.**

## **Our expertise covers all the bases.**

- Product Endorsement
- Spokesperson Campaigns
- TV
- Radio
- Print
- Voiceovers
- Personal Appearances
- Keynote Speakers
- Private Performances
- Celebrity Background & Research
- Estate Clearances
- Sponsorships
- Music Licensing
- Television Rights Fees
- Naming Rights Agreements
- Direct-To-Celebrity-Seeding
- Product Licensing and Merchandising
- POS/POP Sales Promotions
- Product Placement
- Free Standing Inserts

**The following is a partial list of deals negotiated by Burns Entertainment & Sports Marketing.**

LUX

CLEAR Shampoo

Sunsilk Global

Dove

Hanes

Level 3

AHAVA

Kefir

Katherine Zeta Jones

Christiano Ronaldo, Maria Sharapova

Madonna

Alicia Keys, Donald Trump

Michael Jordan

Sean Connery

Kristin Davis

Sharon Stone, Sarah Jessica Parker

# Burns provides talent procurement counsel and insight on how best to utilize entertainment or sports celebrities and properties to your advantage.

## **ENDORSEMENTS**

The entertainment experts at Burns can offer access to a wide variety of celebrities, athletes and experts to fit your clients' needs for any endorsement. With years of experience in the advertising and endorsement area and negotiating endorsement specific deals for clients, we can offer insight and expertise to find you the right celebrity fit.

## **PUBLIC RELATIONS CAMPAIGNS**

The entertainment public relations experts at Burns can offer access to a wide variety of celebrities, athletes and experts to fit your clients' needs for any media centric campaign.

## **SPONSORSHIPS**

Burns Entertainment & Sports Marketing is an experienced partner in negotiating a variety of sponsorship packages to custom fit your needs. We strategize with you to maximize the potential of your sponsorship opportunity.

## **MUSIC & PROPERTY LICENSING**

Similar to celebrity procurement, we serve as an immediate source for fees on publishing, synch and master rights.

## **CELEBRITY APPEARANCES**

The experts at Burns Entertainment can help you find the perfect celebrity, athlete or expert to appear at any type of event. Celebrity attendance at your next event can dramatically increase attendance and awareness.

## **BUZZ BUILDING**

In addition to providing counsel and expertise in regards to advertising and public relations campaigns, Burns Entertainment & Sports Marketing provides a new service to help build buzz for a brand through non-traditional methods such as celebrity gifting, event sponsorship and marketing, charity tie-ins and more.

## **CORPORATE PARTNERSHIPS**

Burns partners strategically with corporations from campaign inception through final execution. We provide strategic, customized entertainment and sports solutions which address the most pressing issues confronting marketing executives.

## **SPEAKERS**

Burns offers its customers a much DIFFERENT experience than other speaker companies. Burns is totally focused on its customer through unlimited speaker selection & old-fashioned customer service.