

BRITTEN'S NFL LOOK BOOK

BRANDING CONCEPTS

BIGGER. BOLDER. BRANDING SOLUTIONS. / BRITTENINC.COM / 855.763.8203

BRAND-BUILDING SPECIALISTS, SINCE 1985

*Your single-source partner
for branded environments
and event activations.*





CUSTOMER: DENVER BRONCOS
AGENCY: ACTIVATE, INC.

SERVICES PROVIDED: COMBINING FOAM, TRUSS, AND PYROTECHNICS, THE ENTIRE STRUCTURE COULD BE SET UP AND BROKEN DOWN QUICKLY AND CREATE A DYNAMIC EXPERIENCE FOR STADIUM FANS AND THOSE WATCHING ON TELEVISION.



CUSTOMER: CINCINNATI BENGALS

SERVICES PROVIDED: DESIGNED TO BE MOBILE, EASILY DISASSEMBLED FOR STORAGE, AND LIGHT ENOUGH FOR A SMALL TEAM TO MOVE QUICKLY ON AND OFF THE FIELD, EACH TIGER TOPPED COLUMN (EACH MEASURING 13') USED AN INTERNAL ALUMINUM FRAME FOR ADDED STRENGTH.



CUSTOMER: TENNESSEE TITANS
AGENCY: ACTIVATE, INC.

SERVICES PROVIDED: PREGAME PLAYER ENTRANCE SWORDS WERE ENTIRELY ENGINEERED IN HOUSE, FEATURING A HYDRAULIC LIFT THAT ALLOWED THE SWORDS TO RAISE AND LOWER INTO PLACE.





CUSTOMER: NEW ENGLAND PATRIOTS
AGENCY: ACTIVATE, INC.

SERVICES PROVIDED: "SIZE ME UP" TRI-PANEL DISPLAY INCLUDES POWDERCOATED LADDER TRUSS AND OVIO™ FRAMES THAT ALLOW DOUBLE-SIDED GRAPHICS TO BE CHANGED WHENEVER NECESSARY, AND APPLY PERFECT TENSIONING.





CUSTOMER: DETROIT LIONS
AGENCY: MEDIA SWING

SERVICES PROVIDED: VIEWTHRU™ DECAL



CUSTOMER: DETROIT LIONS
ARCHITECT/DESIGNER: ROSSETTI

SERVICES PROVIDED: COMERICA GRIDIRON CLUB (LEVEL 3) RUNS THE LENGTH OF THE NORTH SIDE OF FORD FIELD AND INCLUDES 2 LARGE VIDEO WALLS AND OVER TWO DOZEN TV'S THROUGHOUT.





CUSTOMER: DETROIT LIONS
AGENCY: ACTIVATE, INC.

SERVICES PROVIDED: "POWER METER" DESIGN & FABRICATION



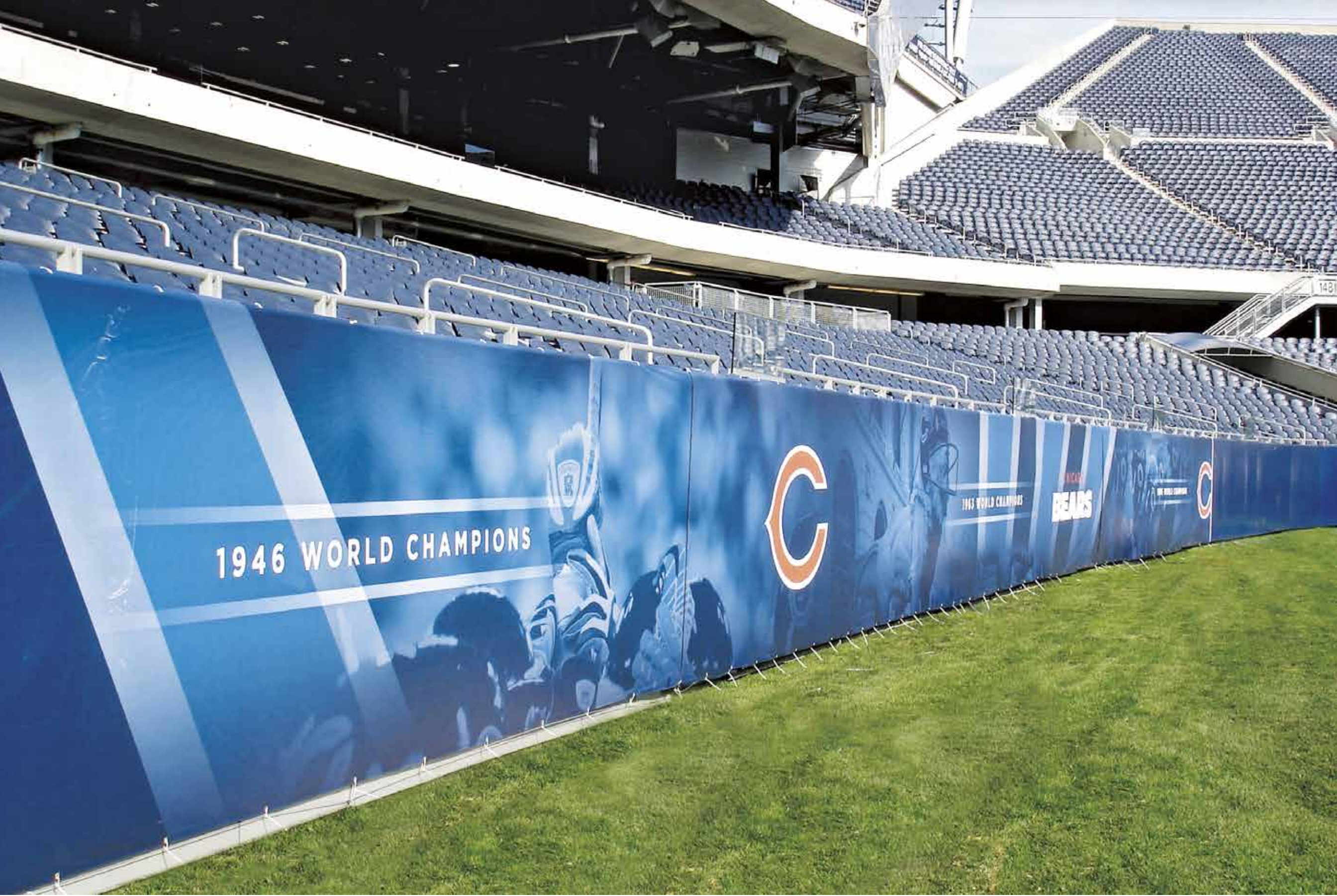




CUSTOMER: BUFFALO BILLS

SERVICES PROVIDED: BRITTEN WAS HIRED TO DESIGN, ENGINEER, AND INSTALL DIMENSIONAL AND WAYFINDING SIGNAGE AT THE ADPRO TRAINING CENTER, AS WELL AS WIDE FORMAT GRAPHICS, BANNERS, AND OUTDOOR BANNER/FRAME SYSTEMS ON THE BACK OF THE END ZONE SCOREBOARD AND ABOVE THE STADIUM'S NORTH AND SOUTH ENTRANCES.





CUSTOMER: CHICAGO BEARS

SERVICES PROVIDED: FIELD WALL HAS BEEN PRINTED ON 30% ADMESH™ AND INSTALLED EACH SEASON SINCE 2009, ALSO FOR COLLEGE GAMES PLAYED AT SOLDIER FIELD INCLUDING NOTRE DAME, UNIVERSITY OF ILLINOIS & NORTHERN ILLINOIS UNIVERSITY.



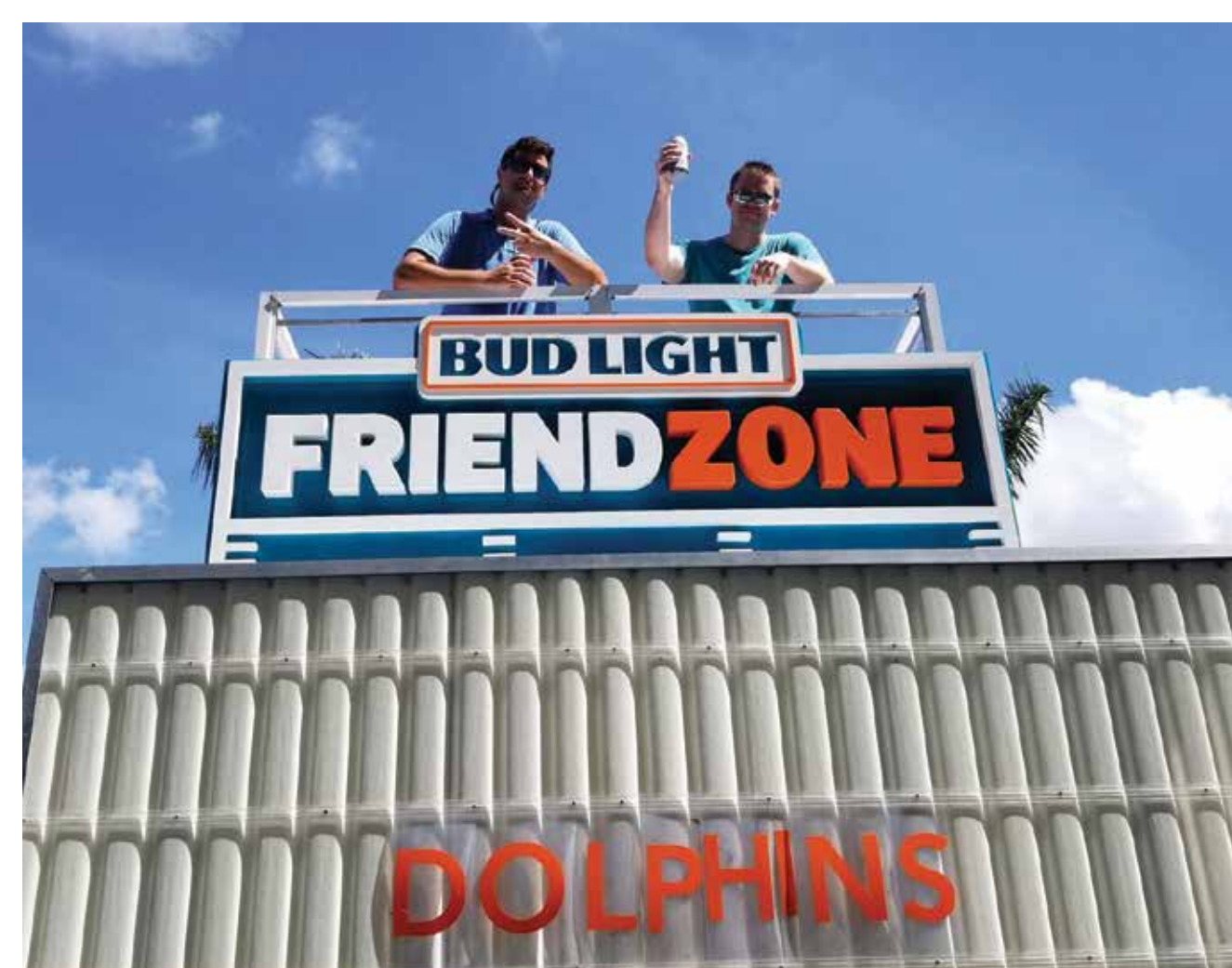
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CUSTOMER: MIAMI DOLPHINS
AGENCY: ACTIVATE, INC.

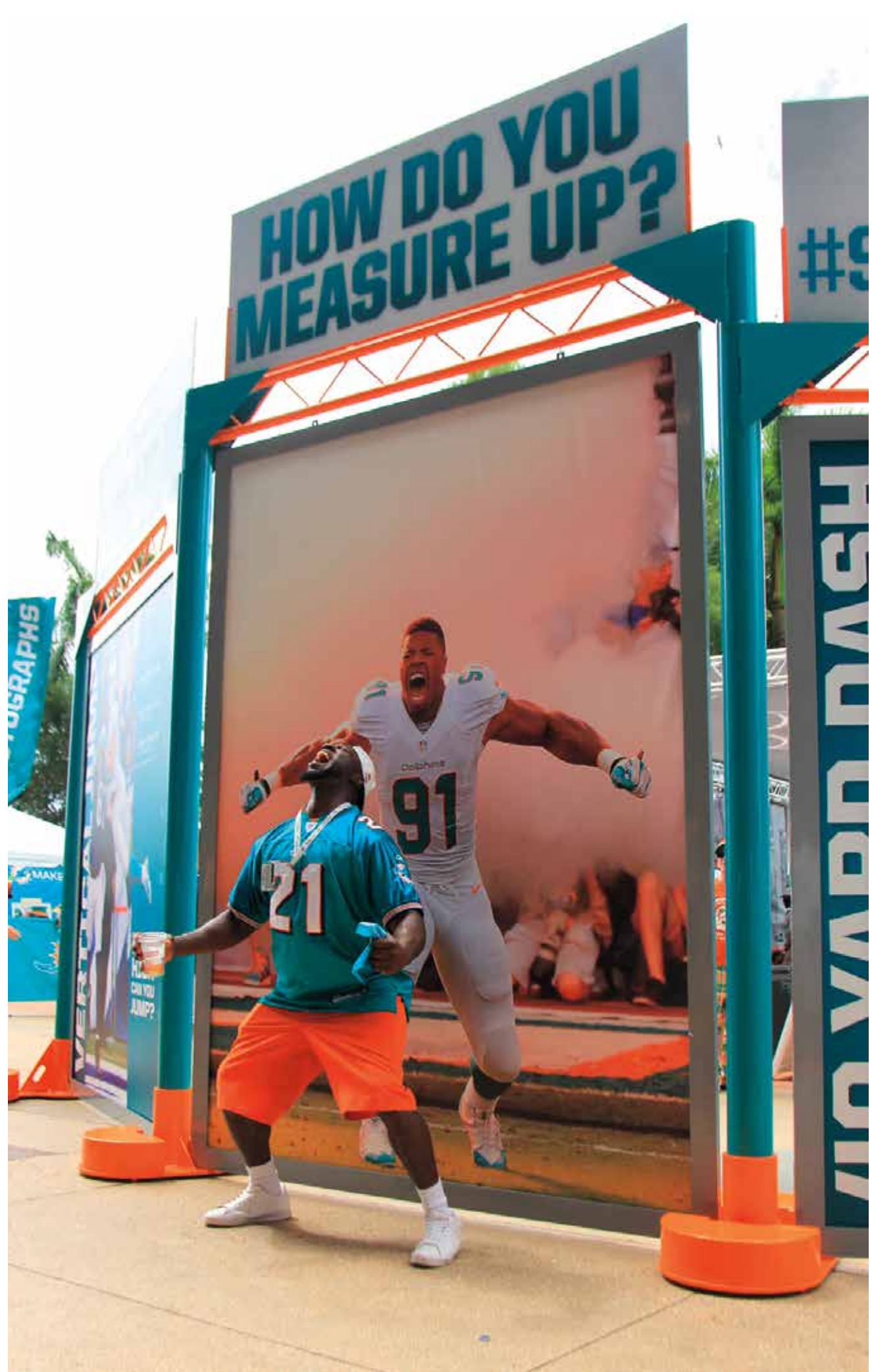
SERVICES PROVIDED: BOXPOP® MODIFIED SHIPPING CONTAINER SYSTEM CREATED THE PINNACLE OF TAILGATING FOR DOLPHIN FANS. DUBBED THE "BUD LIGHT FRIEND ZONE", THIS EXPERIENTIAL ZONE FEATURED A DJ BOOTH, BEER CAN WALLS, AND CUSTOM PRINTED BACKDROP FOR SELFIES AND PHOTO OPPORTUNITIES





CUSTOMER: MIAMI DOLPHINS
AGENCY: ACTIVATE, INC.

SERVICES PROVIDED: CREATING THE ULTIMATE FAN EXPERIENCE INVOLVED MAKING A 25' CUSTOM FOOSBALL TABLE THAT COULD ACCOMMODATE 50 PLAYERS. THE TEAM ALSO WANTED COLORFUL FLAGS, INTERACTIVE FOOTBALL AND AUTOGRAPH STATIONS, AND A FLEET OF MOBILE "FIN CARTS" WITH POWERFUL MUSIC SYSTEMS, PAS, AND T-SHIRT CANNONS.







SOCIAL

Bringing friends to the Dolphins game is your big plan for the weekend. Everyone knows where to find your tailgate - you've got the best meats on the grill and have perfected your game-day soundtrack. Watching the game just isn't the same without the other Dolphins who share your section.



- MEMBER
- VIP
- Social Member Program
- Football Kickoff Yacht Party
- Host your Fantasy Draft at the Stadium

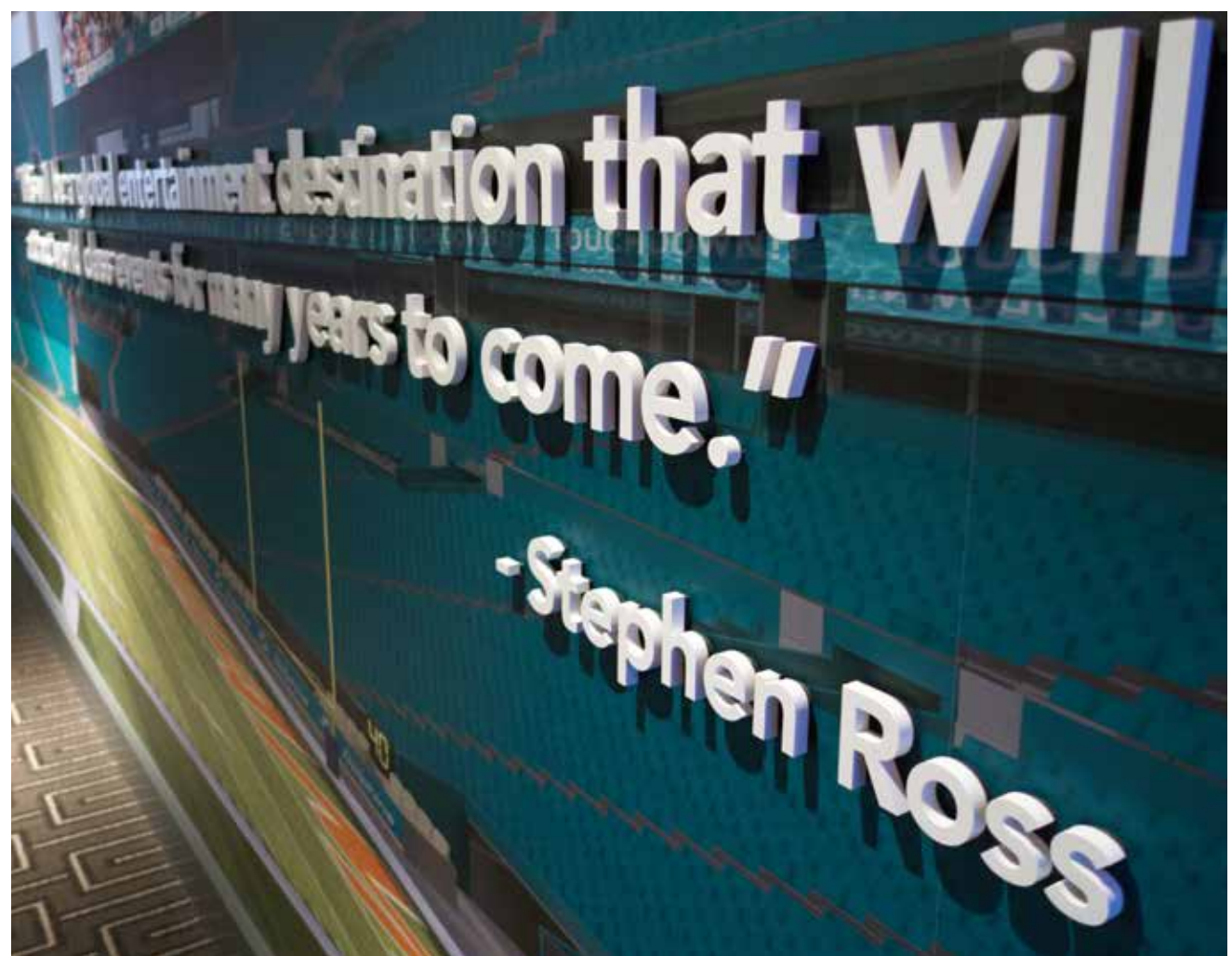
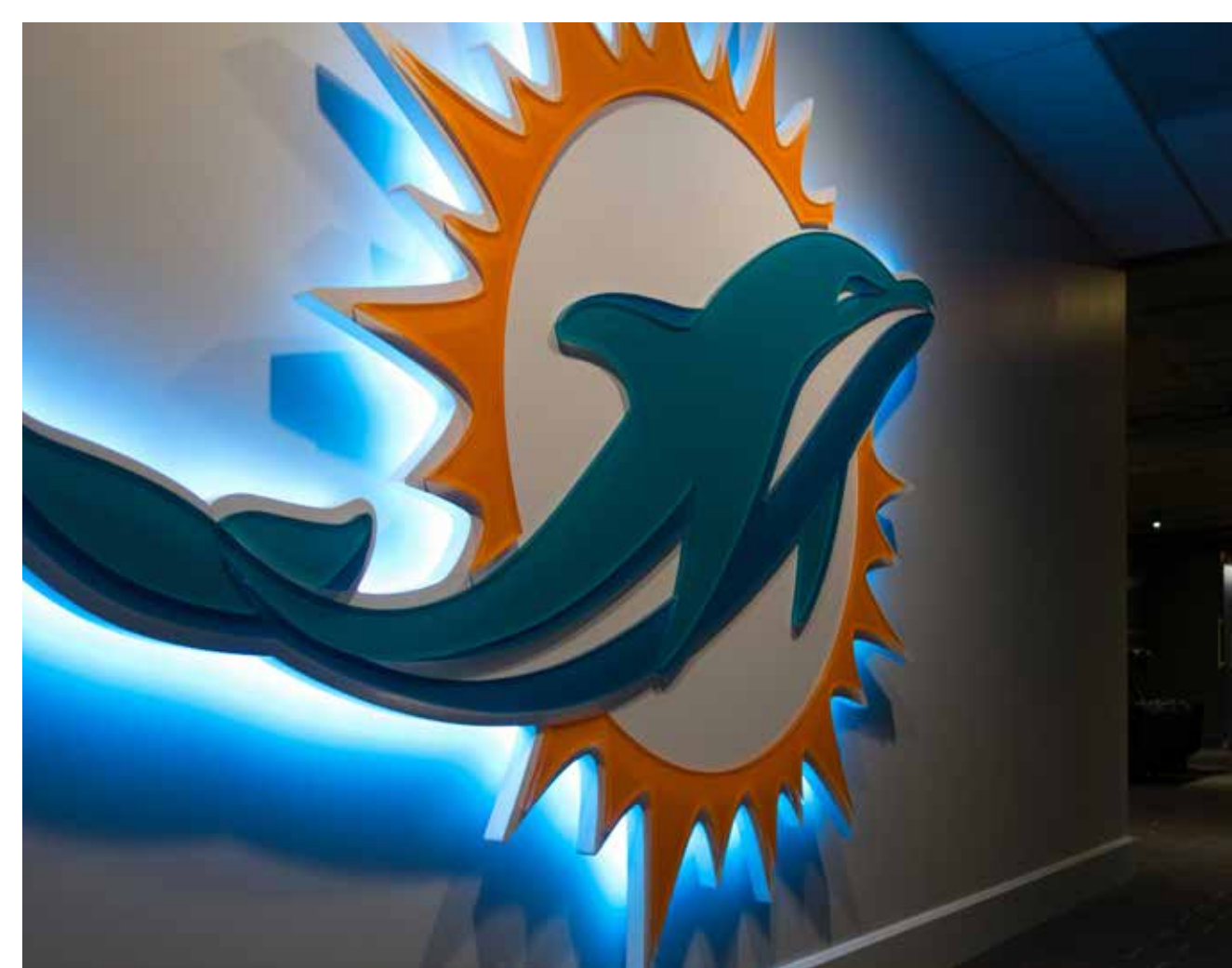


BUSINESS ALLIANCE

The Dolphins are committed to providing the highest quality of service to our fans and partners. This year, we've taken it to the next level through the launch of Business Alliance.

CUSTOMER: MIAMI DOLPHINS

SERVICES PROVIDED: BRITTEN'S DECOR DIVISION TRANSFORMED THE SPACE INTO A BRANDED ENVIRONMENT WITH BACKLIT EMBLEMS AND THREE-DIMENSIONAL SIGNAGE THAT LOOKED JUST AS GREAT AS THE NEW STADIUM.





CUSTOMER: NEW ORLEANS SAINTS
AGENCY: USA HOSTS

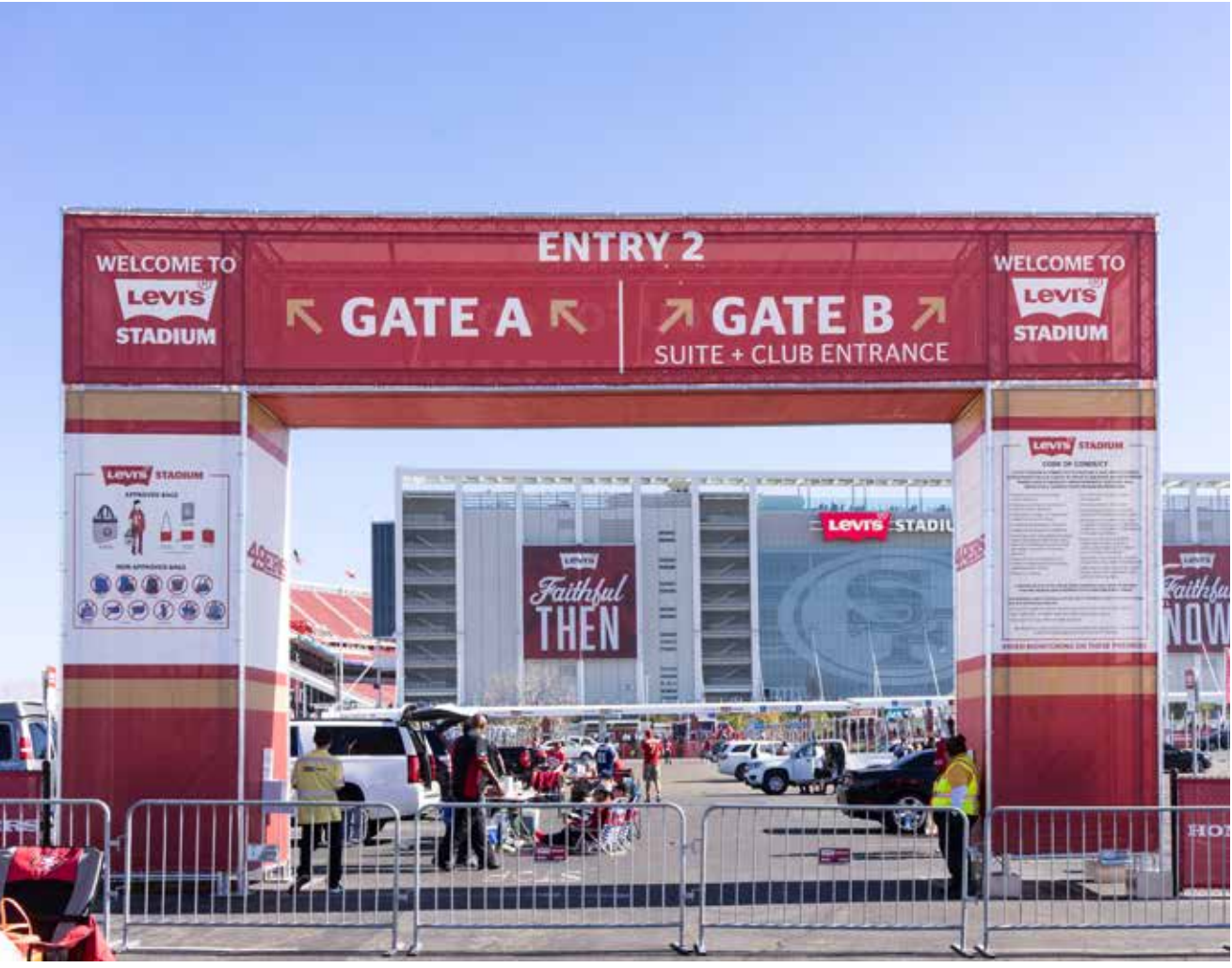
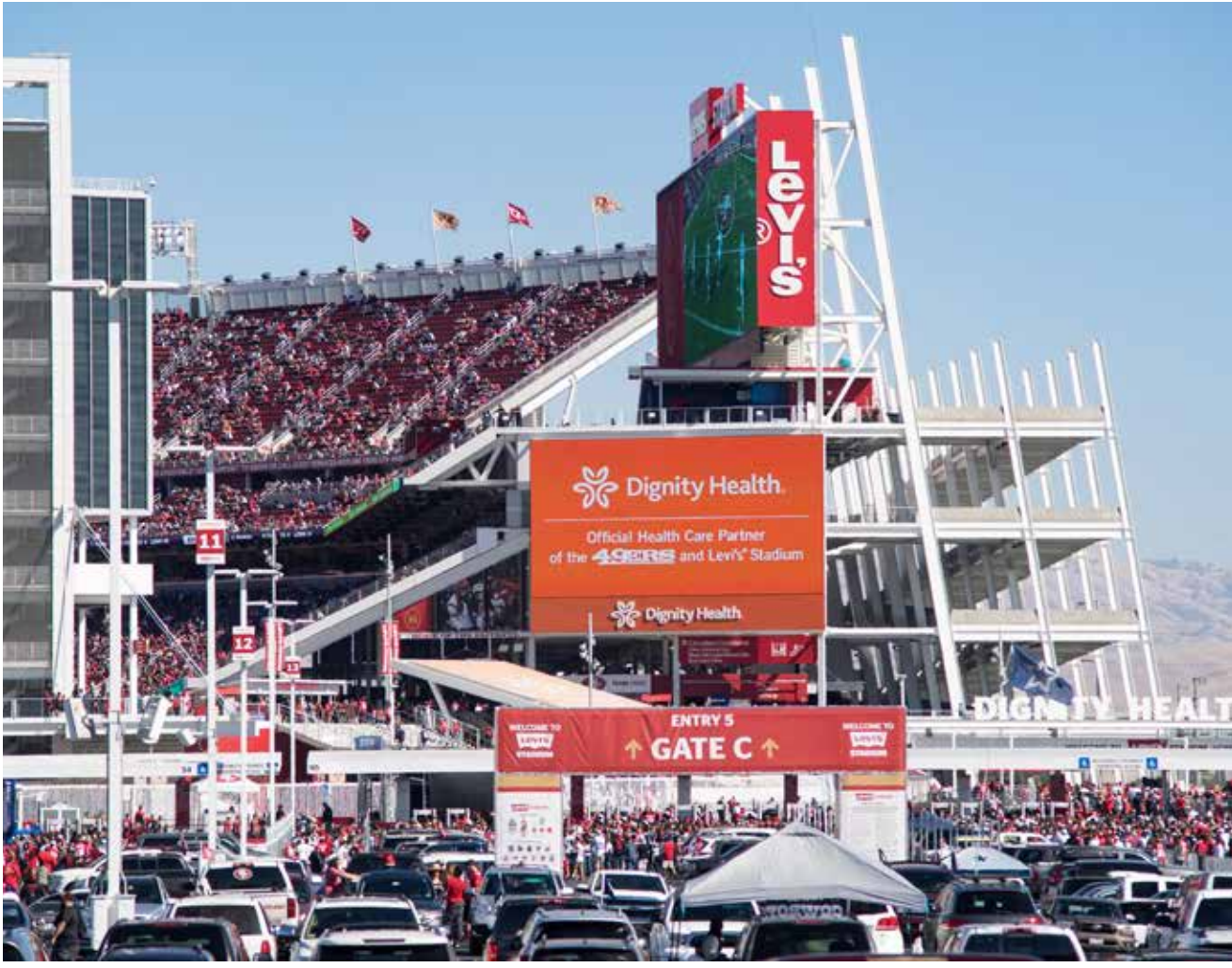
SERVICES PROVIDED: EVENTTRUSS™ ENTRANCE STRUCTURES, TOWERS & ROTOTOP™ FLAGPOLES AT CHAMPIONS SQUARE
COMPLIMENT THE PREMIER TAILGATING SPACE FOR SPORTS EVENTS HELD AT THE STADIUM.





CUSTOMER: SAN FRANCISCO 49ERS

SERVICES PROVIDED: HALF A DOZEN EVENTTRUSS™ STRUCTURES AND SEMI-PORTABLE ROTOTOP™ FLAG POLE SYSTEMS TO HELP WELCOME AND DIRECT FANS INTO LEVI'S STADIUM. THE MESH BANNERS INDICATED ITEMS PROHIBITED FROM THE STADIUM AND "THANKS FOR COMING!" DIRECTIONS TO NEARBY INTERSTATE ROUTES.





**LET'S BUILD A WINNING PROJECT
TOGETHER.**

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