

NFL LOOKBOOK

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.

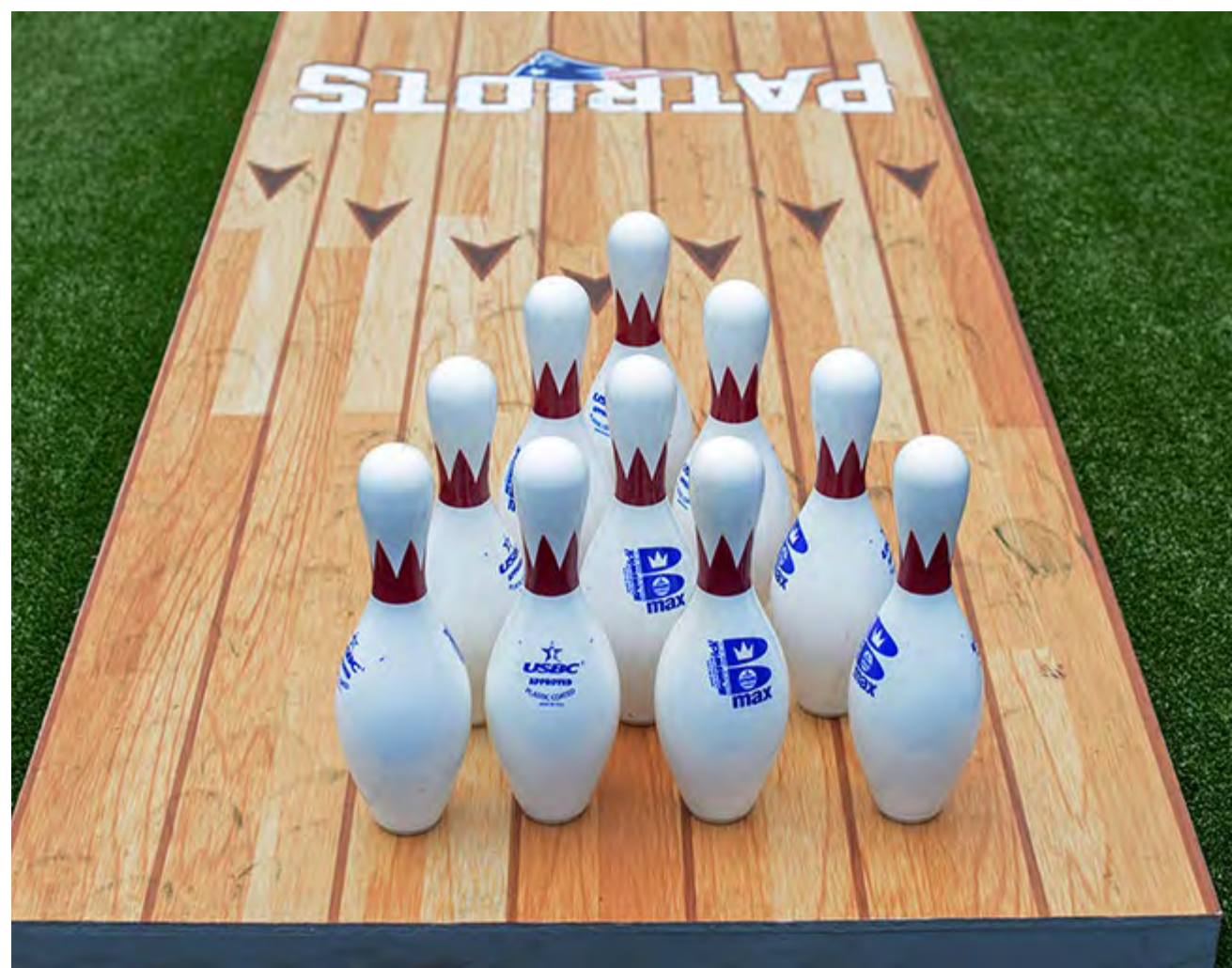
SERVICES PROVIDED: PREGAME PLAYER ENTRANCE SWORDS WERE ENTIRELY ENGINEERED IN HOUSE, FEATURING A HYDRAULIC LIFT THAT ALLOWED THE SWORDS TO RAISE AND LOWER INTO PLACE.





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: POPULOUS

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.

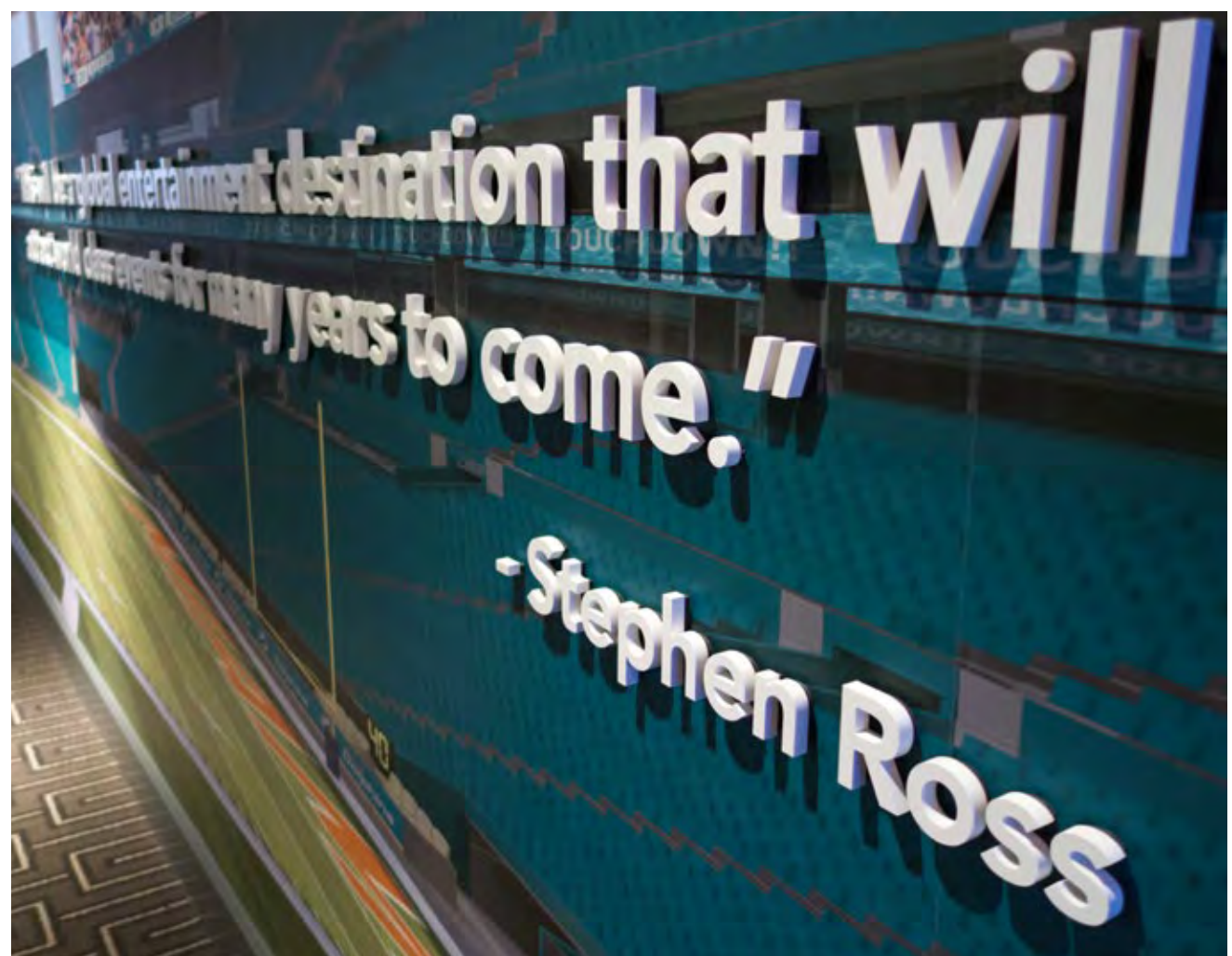






CUSTOMER: MIAMI DOLPHINS

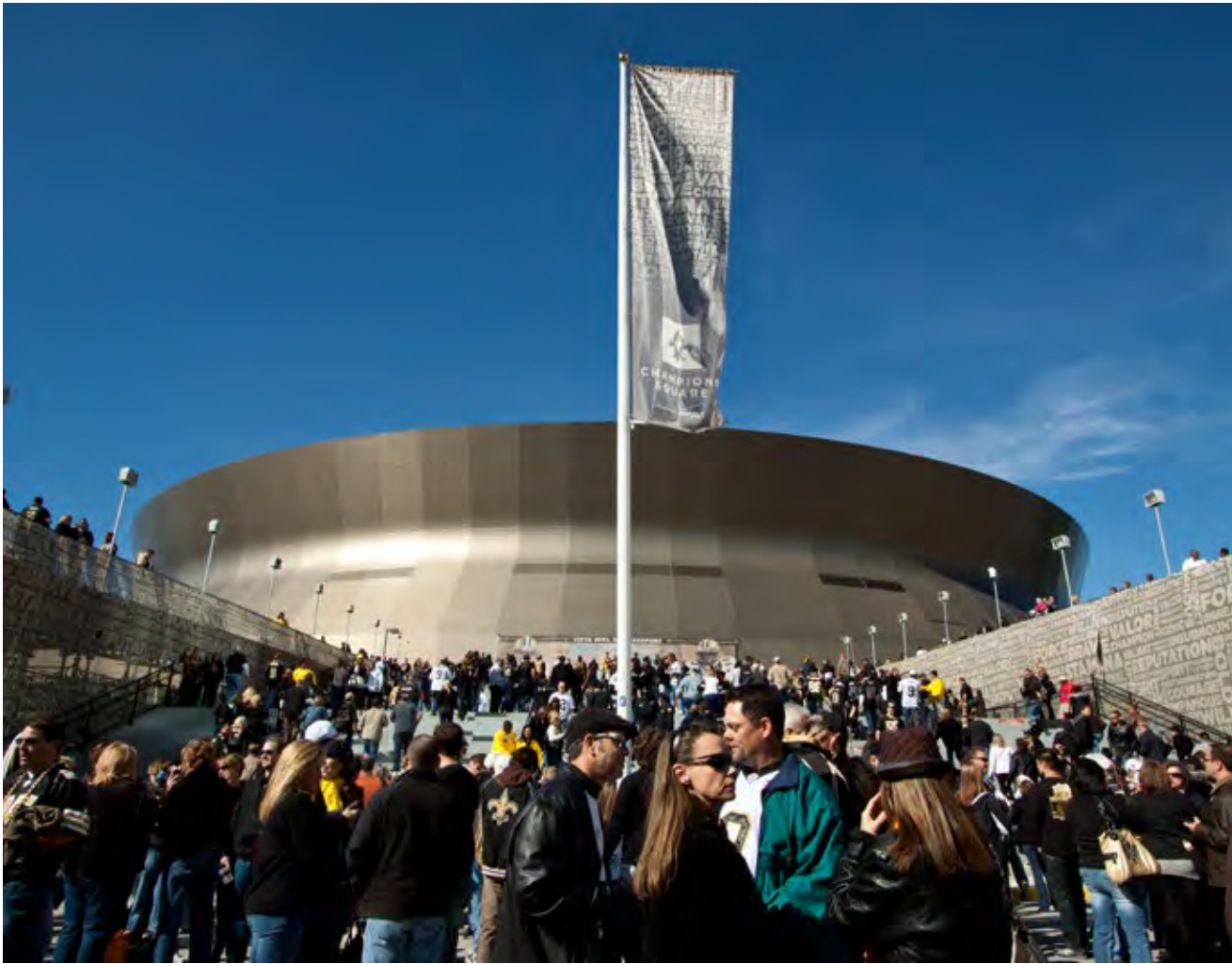
SERVICES PROVIDED: BRITTEN'S DECOR DIVISION TRANSFORMED THE SPACE INTO A BRANDED ENVIRONMENT WITH BACKLIT EMBLEMS AND THREE-DIMENSIONAL SIGNAGE THAT LOOKED JUST AS GREAT AS THE NEW STADIUM.





CUSTOMER: NEW ORLEANS SAINTS
AGENCY: USA HOSTS

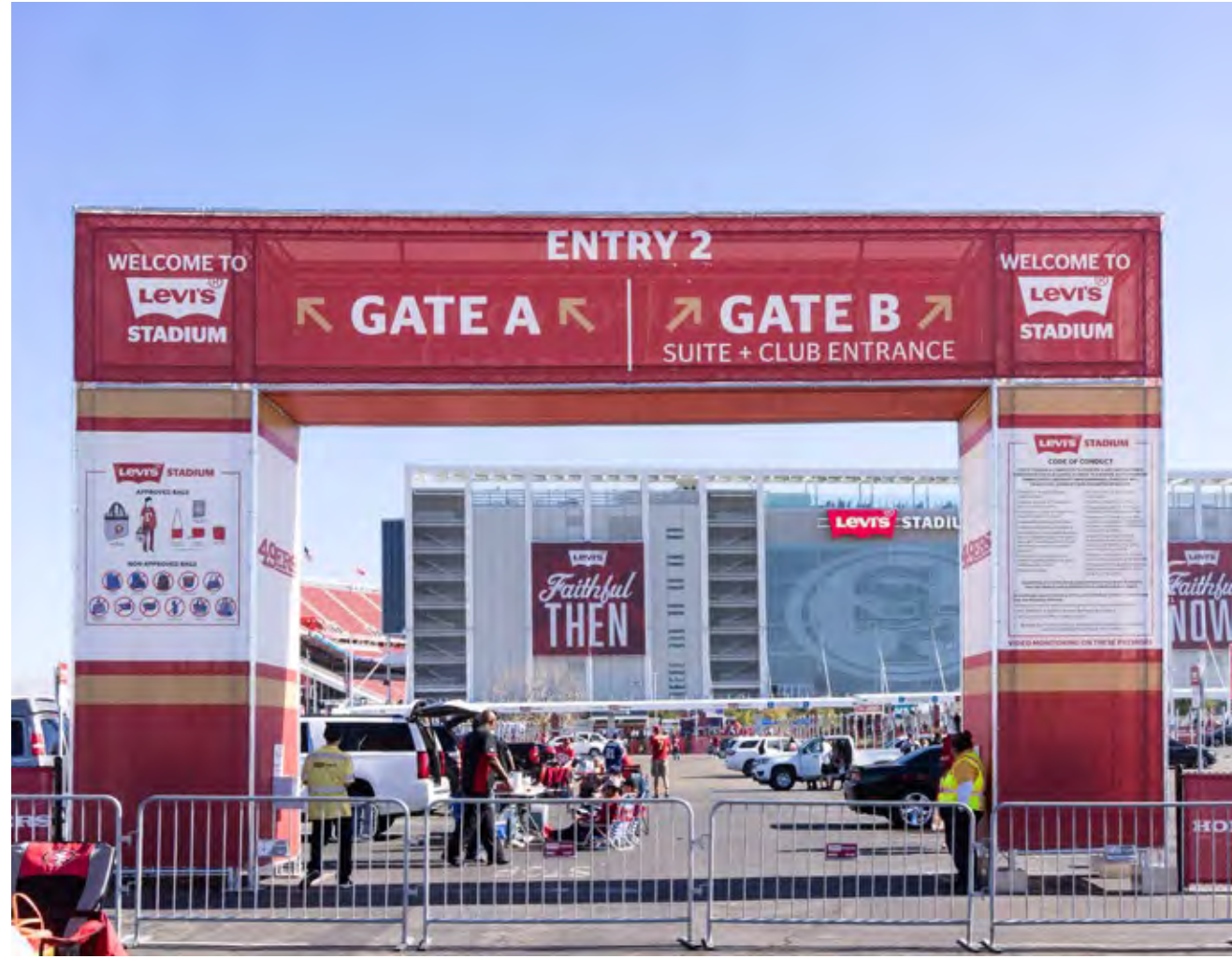
SERVICES PROVIDED: EVENTTRUSS™ ENTRANCE STRUCTURES, TOWERS & ROTOTOP™ FLAGPOLES AT CHAMPIONS SQUARE
COMPLIMENT THE PREMIER TAILGATING SPACE FOR SPORTS EVENTS HELD AT THE STADIUM.





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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