

BUILT WITH **CHOCOLATE MILK**

In an effort to drive awareness of the recovery benefits of chocolate milk, Team Services strategized and executed partnerships with a high-profile basketball star and a player on the 2015 Women's World Cup team

Our team researched athletes available in the category, household names that fit into the defined budget, and who fit the criteria of the milk message

Team Services worked directly with athlete representatives to negotiate cost-effective, integrated endorsement agreements with **Kevin Love** (Cleveland Cavaliers) and **Kelley O'Hara** (US Women's National Team)

