

The Quest – Mary Katherine Maloney



To help better understand what MK does



- develop strategy, activation, and fulfillment plans for brand clients



- work day-to-day on account management, asset tracking and team relationship management



Attend sporting events to support the brand teams event planning



Provide administrative support including coordinating conference calls and meetings



Lead the growth of the agency via innovative ideas



Opportunity to expand industry knowledge by participating in educational opportunities and networking events

To Continue...

The biggest thing to know is that she does not necessarily work for the professional teams. She works for the brands, such as Wawa, Rothman, Truist Bank, etc. She works frontline to connect them to the best fitting teams available. She has to constantly be looking for new ways to involve the brands with purposeful and productive teams where both parties win.

With that being said, I will use the knowledge she has given me to display my own proposal for Truist Bank and the Philadelphia Eagles.



My Proposal (event)



When: Nov. 17th 1pm-3pm

Where: Eagles Stadium (field)



Prior to event

The Philadelphia Eagles fans are the targeted audience. I want as many fans as possible to be users of Firsttrust Bank.

So first, emails will be sent out to season ticket holders in VIP seats first and foremost because they are usually the wealthiest fans and it's a given that they are true and passionate fans, and then emails will be sent out to random Philadelphia residents. The email will contain less information about the collaboration between the Eagles and Firsttrust bank and more about an opportunity to have fun. Each guests will be able to bring 3 additional guests with them.

When guests arrive

Guests will be greeted by a group of workers. Some wearing Firsttrust bank polo shirts, others wearing Philadelphia Eagles shirts.

Every Guests will receive a wristband and 2 raffle tickets. If they are already a member with Firsttrust bank, they will receive 5 raffles tickets.

After that, the guest are put into groups of 20 an assigned a worker to host them on a tour inside the stadium including lockerroom, press box, and interview room access.



After the tours

The raffle will begin. Guests will have the chance to win a Jalen Hurts autographed jersey, Jordan Davis autographed helmet, \$100 eagles team store gift card, and or basket full of Eagles accessories.

After the raffle, guests will be brought to the pre-game meal room for an all you can eat buffet for free.



After the Buffet

After we have treated our guests with such great hospitality, respect, and fun activities, this is the chance to speak on the business/collaboration.

The manager of the local Firsttrust bank comes upon our guests is given a script which the fans believe he wrote himself.

"I often ask myself, why is the city of Philadelphia the most amazing city in America. And I finally found the answer. The people. You guys are the reason. I think about that with Firsttrust Bank. Why is Firsttrust bank the best bank in America, because its right here, in the heart of Philadelphia, where the most amazing people put their impact on it."



OFFICIAL BANK OF THE PHILADELPHIA EAGLES

Finally



Eagles cheerleaders and mascot will approach the guests for pictures.

And the people who create a bank account with Firsttrust Bank will be rewarded \$100 by November 25th.