



On behalf of Cadillac, Jack Morton Worldwide has been working with Salem Sports for five years and fifteen tournaments. I have personally worked with Salem Sports for two and a half years and six tournaments. Of those six tournaments, three of them have been with Cadillac as the title sponsor. As a title sponsor there is a considerable amount of branding/graphics throughout the course. We also change our activation every year, constantly challenging the team to new and innovative ideas.

An example of their hard work follows - Around midnight the day before the tournament opened I realized that our Hole In One platform artwork was incorrect (a mistake on my side). I texted my Salem project manager at that hour to let him know that we had a major issue. A few hours later we talked through the issues and immediately I was put at ease, within an hour of that conversation (and plenty of time before gates opened) a patch was placed on the artwork. No one could even tell the difference; regardless back at the shop they were madly printing the replacement. The replacement arrived the next day and was reinstalled prior to gates opening the following day. This is only one example of many instances where they have your back.

I can't say enough how much this team goes above and beyond. No matter what we throw at them, they do everything in their power to accomplish it. Most of what I throw at them is last minute and they always get it done with a smile on their faces. They truly understand the value of a being a good partner.

Salem Sports are true professionals and I would highly recommend them!

Erin Madden
Account Director, Cadillac
Jack Morton Worldwide