



Greater Cleveland  
Sports Commission

# A VIP GIFT EXPERIENCE THAT KNOCKS IT OUT OF THE PARK



**THE GREATER CLEVELAND SPORTS COMMISSION (GCSC)** attracts and manages sporting and competitive events at the youth, collegiate, USA-sanctioned and professional levels. As a non-profit, GCSC improves Northeast Ohio's economy and enriches the community through sport and a passion for fostering competition.

In 2021, GCSC's premier annual fundraiser, the Greater Cleveland Sports Awards, shifted from a live event to a televised special due to the pandemic. In light of the virtual format, the Sports Commission wanted to enhance the at-home guest experience while highlighting their generous event partners. They turned to Shamrock to create a custom VIP gift package.

Managing custom packaging design and engineering, product procurement, printing and specialty kitting, we help GCSC bridge the virtual gap with a gift experience that engages and delights their guests and event partners.

## THE SOLUTION

Working with the GCSC to bring their vision to life, we engineered and printed a custom gift box with full-wrap graphics that recognized event partners. The gift box was designed to enhance the at-home event viewing experience and showcase partners' brands and products in a dynamic way. It featured partners' products, including Tito's and Miller Lite beverages, a GV Art + Design t-shirt and custom-branded premium snacks for guests to enjoy during the virtual event. Craft cocktail recipe cards were printed and assembled, with other event collateral, that showcased the GCSC's new branding.

The handsome gift boxes included a custom insert that we designed and fabricated to display products and literature. White-glove kitting assembly created a stunning gift presentation that elevated the unboxing experience. Shamrock hand-assembled 120 gift boxes which were personally delivered to GCSC guests.

## WHY IT WORKS

Shamrock seamlessly managed the VIP gift experience. Incorporating GCSC's vision, we delivered a custom branded package that beautifully reflected the GCSC and their partners: More than a gift, we created an experience. And we managed it all – from procurement and printing to custom assembly and kitting. Event partners were thrilled with the luxe presentation—and social media buzzed with Cleveland sports pride.

