



ADVANCE
CORPORATION



Objective: A professional basketball team was celebrating the opening of a new stadium and wanted to thank their season ticket holders by offering a commemorative gift.

Solution: We created a miniature replica of the Bayport Bears' actual basketball floor on a piece of real Maple hardwood flooring. Choosing a material that represents the sport so precisely was an effective way to commemorate their grand opening event. Their team colors and logo are prominent and keep their brand front of mind.

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