



CRACKERJACK

MARKETING | PUBLIC RELATIONS
EVENT PROMOTION

P: 813.344.1770
CRACKERJACKMEDIA.COM





CRACKERJACK [ADJ.]

'kra-ker-,jak

Exceptionally good. : A person or thing of marked excellence

Crackerjack, more than our name.

With more than 40 years of collective experience in the sports and entertainment industries, we know what it takes to spark a community. At Crackerjack, we leverage a background rich in event marketing, promotions and strategic communications to create buzz for some of the Bay area's best brands. Our expertise enables us to handle large scale projects, while providing the personalized, one-on-one service that sets us apart.

But it's more than past experience that makes working with us different. We are a company of dreamers, doers and grinders. Our sports background means that our work ethic is infused with a team mentality, and we come to play. We game plan. We get it done. We work together to become the partner agency that our clients have never expected and always hoped possible.

Our past career efforts have allowed us to work alongside event promoters such as Live Nation, AEG Live and Feld Entertainment. Since opening our doors in 2014, we've also boosted attendance at some of Tampa Bay's premier events including those hosted by the College Football Playoff, the NCAA, Cirque du Soleil, Make-A-Wish of Southern Florida, Vinik Family Foundation and Tampa's signature Gasparilla events.

We've been asked, WHY CRACKERJACK?



WE KNOW WHAT YOU'RE THINKING, "CRACKER JACK? THAT CARAMEL-COATED, STICK-IN-YOUR-TEETH SNACK WITH THE PRIZE IN THE BOX?"

NOT QUITE.

You see, the word crackerjack dates back to the 18th century. (That's right — we dug deep for this one!) A combination of two words, crackerjack was used to describe an expert in their field, the exceptional person that you knew was going to get the job done right — accurately, efficiently, the first time. A crackerjack is more than a dreamer. They are a doer and an achiever. So here we are, a team of Crackerjacks ready to do our part to make client brands exceptional.

That's a good enough prize for us.

Think of our team as the caffeine kick
that gets business going.

Without the headache.



JESSICA ECKLEY

Partner

A veteran in the sports and entertainment industry, Jessica Eckley managed public relations and marketing efforts for professional sports teams and one of the nation's top-ranked venues before launching Crackerjack (then Eckley Media) in 2014. Throughout her career, she has developed integrated plans that make consumers take notice. Her work has garnered local and national media coverage for clients, launched new products, and focused the eyes and ears of consumers on local entertainment and philanthropic events.

A graduate of the University of Central Florida, Jessica was named to the Business Observer's 40 Under 40 in 2015, and as one of the Tampa Bay Business Journal's Up & Comers in the same year. When she's not working, Jessica is an active volunteer with Make-A-Wish of Southern Florida. She serves on the Marketing Committee for Women In Sports & Entertainment (WISE) Tampa Bay and as a mentor for WISE Within.



KELSEY MORRISON

Media Director

With more than 12 years in sports and entertainment marketing, Kelsey Morrison has truly honed the craft of connecting brands with consumers. Her comprehensive marketing campaigns have helped some of the industry's top touring names, as well as professional sports teams, throughout the United States and abroad.

Kelsey is passionate about leveraging data to develop strategic traditional and digital media plans. Most importantly, she's focused on integrated tactics that achieve business goals while maintaining brand consistency.

Kelsey holds a Bachelors in Business Marketing from Montana State University. When she's not digging into media charts and sales reports, you might find her behind the camera or playing with her son, Chase.

CRACKERJACK MEDIA

MEET OUR TEAM



JENNIFER RENSPIE

Partner

Jennifer Renspie is a public relations and marketing consultant with a focus on integrated media strategies. Prior to joining Crackerjack, Jennifer worked in the sports and entertainment industry promoting top events in the Tampa market. She joined a noted local advertising agency where her clients ranged from national nonprofits and craft breweries to leading real estate development companies. Jennifer's proactive and collaborative approach to media, as well as her focus on nurturing strong relationships with local partners, has resulted in nationwide recognition for both current and former clients.

A graduate of nearby Saint Leo University, Jennifer has a strong dedication to giving back to the Tampa Bay community she calls home. She serves on the Board of Directors for the Heart Gallery of Tampa, helping to raise awareness of Tampa foster children waiting to secure permanent, loving adoptive families. She is also an active member of the Junior League of Tampa, and member of WISE Tampa Bay where she serves as a member of their Events Committee.



TOIAYA CRAWFORD

Publicity Manager

Toiaya Crawford is a writer, public relations pro, social media maven, and proud Tampa native. A graduate of the University of South Florida, Toiaya develops communication plans that get audiences talking.

Her resume includes work with the Tampa Bay Lightning, Memphis Grizzlies, FedEx Forum, various athlete foundations and top restaurant brands. She is an accomplished media expert. She's penned pieces for ESPN's The Undefeated and was a featured guest on SiriusXM Canada, BDB radio, WLIE (New York) and The Sports Chronicles Radio Show.

She's also an asset to any social media effort. Her approach can be best described as carefully-researched and strategically-centered – all with a dash of humor.

P.S. What you see is what you get... no unknown workers,
or junior staff. We give you our best, each and every day.

We help brands ignite a *community of raving fans.*



When you work in sports and entertainment you have to wear many hats. It's no different at Crackerjack. With backgrounds in PR, marketing and social media, we believe that integrated campaigns are critical to helping our clients shine.

Whether generating awareness for Tampa's next big ticket launch, developing a publicity plan designed to reach your core consumers, or creating the right copy to deliver your community-focused message, you can count on our team to be as invested in the success of your business as you are.

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SERVICES

MEDIA RELATIONS & PUBLICITY

Big ideas are born from digging deep, and sometimes that means the first idea isn't always the best one.

At Crackerjack, we collaborate with your team to help develop the story that not only speaks to the target audience, but also best showcases your brand.

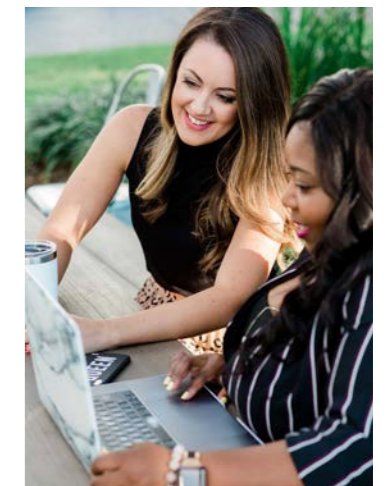
We go beyond the traditional press release. Through targeted Cision lists and our owned personal relationships, we carefully identify targeted media to ensure our pitch reaches the right person, with the right message, at the right time.



EVENT MARKETING & MEDIA PLANNING

Live concerts, social gatherings and sports championships are just a few of the major events on our professional resume. Our team of event marketing rockstars knows what it takes to fill a venue.

We dig into your plans to carefully examine event capacity, target audience, ticket pricing and pricing to determine the outreach strategies that will best drive attendance. The only thing that will be louder than the music is the media splash your event will make!



INFLUENCER ENGAGEMENT

As screens get smaller and attention spans shorter, intimate connections have become increasingly crucial for brands. Today, these interactions are happening via trend-setters that influence purchase.

But influencer marketing is more than an Instagram post. The most successful campaigns not only entice action but also support brand messaging. Our past event campaigns have educated social influencers, developed unique and engaging experiences and motivated followers.



STRATEGIC PLANNING • MEDIA PITCHING • PRESS CONFERENCES AND MEDIA TOURS • COPYWRITING AND CONTENT DEVELOPMENT • INFLUENCER CAMPAIGNS • SOCIAL MEDIA STRATEGY • POST-CAMPAIGN EVALUATION

WE WORK
WITH CLIENTS
THAT LIKE TO
MAKE A LITTLE
NOISE.

GOOD NEWS...
WE HAVE ROOM FOR ONE MORE.

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CLIENT LINEUP



GAMEDAY. EVERY DAY.



HYDE PARK
VILLAGE
EST. 1905



Building a Story Brick by Brick

CASE STUDY: THE ART OF THE BRICK TAMPA



The Art of the Brick is the world's largest and most elaborate display of LEGO® brick art. Created by renowned artist, Nathan Sawaya, the exhibit was brought to Tampa and made free to the public thanks to the generosity of Jeff and Penny Vinik. Supported by the Vinik Family Foundation, the 15-week installation was free to experience, inspiring a message of art accessibility and creative expression in Tampa Bay.

THE CHALLENGE

Crackerjack Media (then Eckley Media) was retained to publicize The Art of the Brick, educating the public on this fairly unusual art exhibit, promoting the launch and carefully communicating the goal of art accessibility for the Vinik Family Foundation. Our efforts had to maximize a 72-hour period in which the artist and Foundation leaders were in town. This meant tapping print, TV, digital, social influencers, and nontraditional efforts in a media blitz that could make a bang.

THE OUTCOME

The Art of the Brick was covered by every TV station in the market, most with multiple airtimes, resulting in over \$500K in network TV coverage. By opening weekend, 46 digital articles had been written about the show and it had earned three front page articles in the Tampa Bay Times. The Art of the Brick experienced incredible crowds in Tampa Bay, far-surpassing expectations and welcoming more than 250,000 guests.





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CASE STUDY

A Community-Wide Gameplan From Touchdown to Touchdown

CASE STUDY: 2017 COLLEGE FOOTBALL PLAYOFF



More than just a game, the CFP National Championship brought a series of events that showcased Tampa Bay including a 3-day music festival, a food & wine fundraiser, an interactive football experience, a yacht village and a philanthropic effort benefiting local teachers. The Tampa Bay Sports Commission called on us to help develop the marketing playbook that drove game-winning results.

THE CHALLENGE

Crackerjack Media (then Eckley Media) was retained to promote a series of ancillary events surrounding the national championship game while highlighting the unique landscape of Tampa Bay. Elements included event marketing, media event scripting, publicity management, press release development, video content strategy, execution of a social media influencer program and more.

THE OUTCOME

From custom website content to strategic social media messaging, each element focused on a proactive communications approach that educated and empowered visitors. The national championship game was an unequivocal success in Tampa Bay. Each ancillary event shattered previous host cities' attendance records, leaving the College Football Playoff and its fans thrilled with results.

Going Four It All With Tampa Media

CASE STUDY: 2019 NCAA WOMEN'S FINAL FOUR



With a tagline like, “More than Three Games,” the NCAA Women’s Final Four was ready to make a mark on Tampa Bay. The premier championship in women’s basketball hosted a series of ancillary events designed to welcome visitors and locals, as well as social impact initiatives that would leave a legacy in the community. Building off of the success of the CFP National Championship, the Tampa Bay Sports Commission called on Crackerjack Media to help manage event marketing and PR, develop local publicity opportunities, and design marketing and media plans to drive attendance.

THE CHALLENGE

While women’s initiatives have come a long way, both budgets and public attention are still often shifted in favor of men’s athletics. Crackerjack Media was tasked with driving attendance at several major events including a three-day fan festival, a concert with Gavin DeGraw and a children’s parade, as well as elevating the NCAA’s social impact story. Elements included event marketing, event scripting, media relations, press release development, video content strategy, execution of a social media influencer program and a media mentoring program established in partnership with the Girl Scouts of West Central Florida.

THE OUTCOME

From owned and earned media tactics to strategic social media messaging, each element focused on a proactive communications approach. The 2019 Women’s Final Four was a noted success with earned media surpassing more than 24 million local TV views, 1.43 million online page views and millions of social shares in the eight weeks leading to the championship alone. It was also lauded by officials with the NCAA, local government and most importantly, our clients at the Tampa Bay Sports Commission.

WE PRIDE OURSELVES ON DELIVERING GREAT WORK,

“While it’s travelled all over the world, The Art of the Brick was relatively unknown in Tampa Bay.

Crackerjack Media helped us to plan, introduce and educate the public on this incredible show. Their ability to pitch and deliver a story that resonates with the media and audiences alike resulted in impactful coverage and attendance numbers that have exceeded expectations.”



KEVIN PREAST
AMALIE ARENA

“Crackerjack Media is a world class full-service marketing agency that has been an invaluable resource for our organization, including our recent hosting of the 2017 College Football Playoff National Championship.

They immerse themselves in every aspect of a project and the results have been far beyond our expectations. Crackerjack Media continues to help our community and our team shine on the biggest of stages.”



ROB HIGGINS
TAMPA BAY SPORTS COMMISSION

“Hiring Crackerjack Media was like adding a first round draft pick to our team. They were responsible for elevating and executing local marketing strategies for the 2019 NCAA Women’s Final Four, but there was no job, too big or too small, that they wouldn’t assist with or take on as needed. They were instrumental in driving record-setting attendance numbers, leveraging media and telling Tampa Bay’s success story on a global stage. I’m a huge fan and would take them on my team any day.”



CLAIRE LESSINGER
WOMEN’S FINAL FOUR LOCAL ORGANIZING COMMITTEE

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BUT DON'T TAKE OUR WORD FOR IT. TAKE THEIRS.

“Thanks to the Crackerjack Media team, our launch of the DTSP Songwriters Festival exceeded our expectations.

Their attention to detail was flawless and helped clearly communicate our vision to everyone involved including those at the City of St. Petersburg, BMI, and Johns Hopkins All Children’s Hospital. Everyone knew their role and exactly what to expect. Crackerjack also quickly adapted to last minute changes and weren’t scared to ‘get their hands dirty’ on event day.”



DAN CONNELLY
COX MEDIA GROUP

“Crackerjack Media worked tirelessly to ensure our event was flawless!

We strongly feel that the success with Walk for Wishes was based in part on the media exposure they were able to gain. They not only helped coordinate all of media and marketing, but they made great suggestions on strategies we implemented even after the event.”



LISA ANDREWS
MAKE-A-WISH OF SOUTHERN FLORIDA

“As a firm we had never done an event before.

Crackerjack Media came in and exceeded all expectations. From ideation to execution, they were there every step of the way. Most importantly, their hard work led to increasing awareness of the KFB Law brand and granting more wishes for the families that Make-A-Wish serves.”



MARCUS FERNANDEZ
KINNEY, FERNANDEZ & BOIRE, P.A.

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QUESTIONS?

Contact us anytime!

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