

# "The New York Yankees hire Weinrib & Connor for Groundbreaking Assignment"

## FOR IMMEDIATE RELEASE

August 14, White Plains, NY 10607, The New York Yankees hired White Plains-based Weinrib & Connor to help create, plan, and execute both the marketing and the event for the dedication of the new stadium. The groundbreaking is scheduled for 10:00 am, Wednesday, August 16th at the site of the new stadium on River Avenue and 162nd Street in The Bronx. The agency has provided site design, branding and print collateral, and has created commemorative merchandise in addition to production of the day's agenda and direct response management.

"We have worked with Weinrib & Connor on the "We're Talking the Bronx" campaign for the last few years and their commitment to the Bronx community made them the natural choice for our groundbreaking event," noted Lonn Trost, COO, New York Yankees.

The agency had produced radio and outdoor advertising for the Yankees for three years as partner in the agency's "We're Talking The Bronx Campaign." Mary J. Connor, responsible for client business development and sponsorship sales, points out, "We're in our 13th year. We pitch, script, run, and follow-up on events no differently than television productions, though there is a debate internally which is more intense. No question, events are one of the strongest brand dynamics by far. They can be savored for far longer than most media advertising. The Yankees know what it takes to 'stand out.' For us it's an awesome acknowledgement. I'm part of a talented, smart and accomplished team that includes creative director, Tom Connor, writer Pam Sullivan and art directors Johnny Fletcher, David Riina, and Brendan Burke, our manager of account services. We've done more than our share of events throughout our history with all kinds of challenges. Let's just say this one is world championship level."



Monday the stage arrived

Wednesday at 8:00AM  
the NY logo was painted



It was up Tuesday AM



Tuesday it rained!"



Under our temporary bleachers  
a view of the old and new



The stage was  
set brilliantly



Invitations and Save-The-Date Cards were numbered for commemorative and collectible purposes. All the guests were telephoned before they were mailed! The Yankees had a real down-to-the-wire pot-boiler. Two lawsuits threatened to cancel the scheduled groundbreaking, making sending invitations something of a liability. Weinrib & Connor's solution would make Emily Post's stomach turn. We called everybody first, and asked them right then and there on the phone if they would attend! Major attorneys, investment bankers, sponsors, VIPs from government and industry—they and their administrative teams all understood and were appreciative. When The Yankees summon you, you go!

The phones really rang off the hook on Monday August 14, with less than 2 days to go to the event. The invitations were sent UPS Next Day Friday August 11, and when people marveled at the wonderful designs, they picked up the phone to RSVP. Over 800 calls were made in 3 days by our team of telemarketers who were scripted, coached, and on-premise to alert agency management to any special requests. There were hundreds. However, the coveted invitation was non transferable, and guests were not allowed.

Meanwhile, one week earlier, we began contacting almost 400 elected officials via their schedulers and staffs to ensure they would be available on August 16th. The dais featured 56!

Rain on Tuesday, August 15th, set us back a few hours, and one of the threatening lawsuits cost us almost a whole day as we were on hold most of August 9th. Cooler heads and more learned magistrates prevailed. The date was set, and at 12am Monday, August 14th, our crew patched holes in the park fence, installed gates for heavy equipment delivery and 18-wheelers, and in 54 hours, we were ready for showtime.

Recall all the media—proudly featuring Creative Director Tom Connor's design for the commemorative shovelbat. Here's some of the buzz: Governor Pataki commented on the shovelbat as being unlike the hundreds of groundbreaking shovels in his office. Mike Franzoso said the event was first class. Jim Kaat at a later telecast (8/19) elaborated on the tremendous praise the event received. But a hug from client, Borough President Adolfo Carrion, Jr., and a thank you spoke volumes.

The Bronx Bombers on the diamond met The Bronx Bombers from Madison Avenue: Weinrib & Connor.

Actually, we're a few miles north of 59th Street, but our agency is staffed with people who hail from big New York Advertising Agencies and it showed!



The stage was set for The YES Network to broadcast. YES had a game that night so Weinrib & Connor producer, Joe Pipher, had to set up all the necessary infrastructure to accommodate a live broadcast.



This photo and those shovels became the photoplay of print and airwaves on the 16th and 17th.



From Left to Right: Yankees SVP Debbie Tymon, Weinrib & Connor Executive Producer Joe Pipher, Tom and Mary Connor.

No matter what the invitation says regarding arrival, everybody shows up at the same time for check in.



Children from the community line up on River Avenue and inside the walled site for their parade. Community organizations the Yankees have long supported were invited to attend: a big day in the life of a Bronx kid.





# Direct Mail

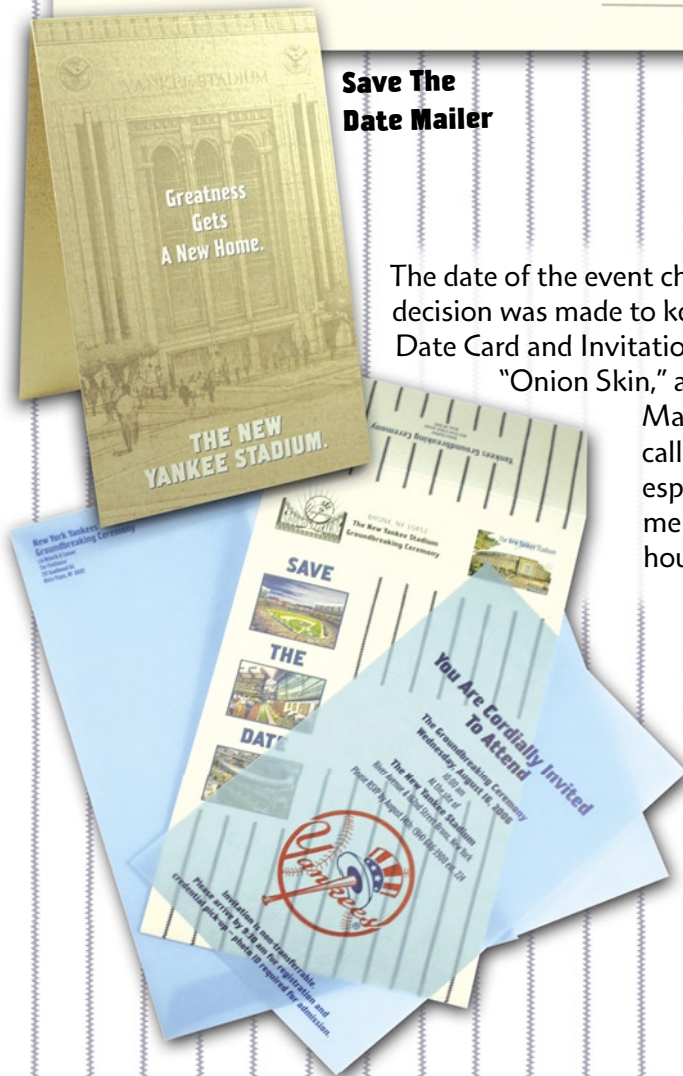


George M. Steinbrenner III  
Requests the Pleasure of Your Company  
At The Groundbreaking Ceremony • for The New Yankee Stadium  
River Avenue & 162nd Street • Bronx, New York

**Save The  
Date Mailer**

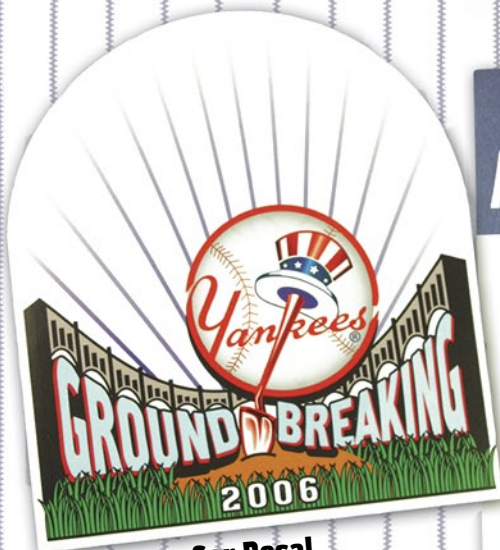
**Official  
Invitation**

The date of the event changed so many times, the decision was made to keep dates off the Save The Date Card and Invitation. A translucent blue "Onion Skin," as Yankees SVP of Marketing Debbie Tymon called it, had all particulars, especially security requirements. It was printed 24 hours before mailing.





# Collateral



**Car Decal**

Not only was the shovel bat the star of the show, but it effortlessly "morphed" into the trademark Top Hat.

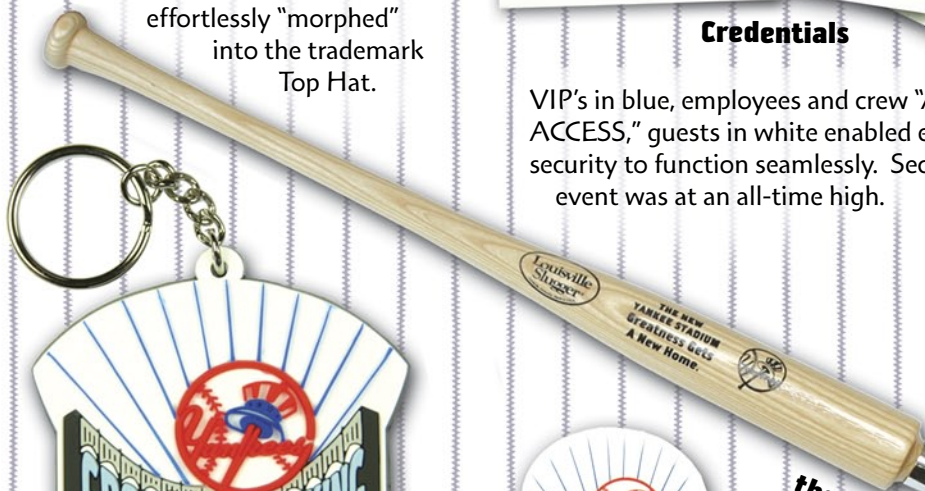


**Credentials**

VIP's in blue, employees and crew "ALL ACCESS," guests in white enabled escorts and security to function seamlessly. Security for this event was at an all-time high.



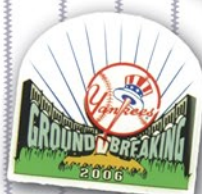
**goodie bag**



**the infamous "shovelbat"**



**Keychain**



**Lapel Pin**



**hardhat**

Our biggest production challenge?

Getting the groundbreaking logo to work on a raised plastic key ring and lapel pin. "God is in the details" according to Le Corbusier, the famous architect (and most demanding clients). "I thank the Good Lord for making me a Yankee" noted Joe DiMaggio.

