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Hi there,

Despite no fans in the stands, Olympic brand sponsors are receiving phenomenal exposure through their heavily branded television appearances. And with each new gold medal won, yet another athlete becomes a potential celebrity endorser for a savvy brand marketer.

Athletes, including these best-in-the-world Olympians, offer tremendous partnerships for brands of almost any marketing budget during the 'off-season'. There truly is a fit for every brand - from current athletes to those retired. A good example is the really fun partnership we built with four-time Olympic Triathlete Hunter for the launch of [Club Med Sandpiper Bay's fitness facility](#), where he brought his family, participated in interviews and led the opening day's race. Want to brainstorm ideas? Just reach out to our team...

In this week's article roundup, you will:

- Learn about 10 Olympic Athletes your brand should consider partnering with.
- View some highlights from my interview with Brittany Gilman, who is the CEO of BG Sports Enterprises, and learn some tips on how to build brand partnership campaigns with professional athletes.
- See how 25 brands are doing their part in making it a more Pride-filled world by showing support for the LGBTQIA+ beyond the month of June.
- Understand the ways in which celebrity endorsements can be beneficial for regional companies, and see why they may be a great strategy for your brand!

If you're tuning in to the games, I hope your country's team is winning and on the way to getting the gold, unless, of course, they're competing against the red, white, and blue!

And now...on to our weekly article round-up!

- Stacy

Olympic Athletes That Brands Should Work With

By Juliette Roberts, July 23, 2021 at 8:30 AM

Why Brands & Olympic Athletes Make A Good Partnership

Olympic athletes are some of the world's most influential, inspiring and motivating people on the planet. These humans have trained their whole entire life dedicated to their craft and making the olympics is the dream for most of these athletes.

Olympians have the power to influence the people around them effortlessly due to the traits and super power qualities they naturally possess by being a successful athlete. Especially with the Olympics being right around the corner, these athletes have the power to drive brand awareness because they are currently in the spotlight leading up to their big day and even after. **In this blog, Hollywood Branded will show the examples of 10 olympic athletes your brand should partner with this year.**

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Building Brand Partnerships With Professional Athletes: The Do's, Don'ts, Rewards, And Risks With Brittany Gilman

By Maya Dolan, July 22, 2021 at 8:30 AM

Putting Your Brand In Professional Hands

There are a lot of factors to consider when partnering with a professional athlete to promote your brand. When building these campaigns, there are many do's and don'ts to keep in mind.

Recently, our CEO sat down with an expert in creating partnerships with professional athletes. **In this blog, Hollywood Branded learns how to build brand partnerships with professional athletes from the expertise of Brittany Gilman, CEO of BG Sports Enterprises.**

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25 Brands That Gave Back This Pride Month

By Tory Noble, July 21, 2021 at 8:30 AM

There's More To Pride Than Rainbow Flags and Parades

To the average person, Pride may just seem like an opportunity to wave around rainbow flags and cover your body in glitter. However, Pride Month and Pride in general is about much more than simply having a good time in a world of rainbow hues. It is about celebrating all gender identities and sexual orientations while fighting to end the bigotry and hatred that the LGBTQ+ community often faces.

Pride is an individual battle as well as a communal one. There are thousands of groups and organizations putting in the work to change the narrative for the LGBTQ+ community, and many people are looking to large brands and companies to make their move. **In this blog, Hollywood Branded looks at 25 brands that are doing their part to work towards a more Pride-filled world.**

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The Power Of Celebrity Endorsements For National And Regional Brands

By Stacy Jones, July 20, 2021 at 8:30 AM

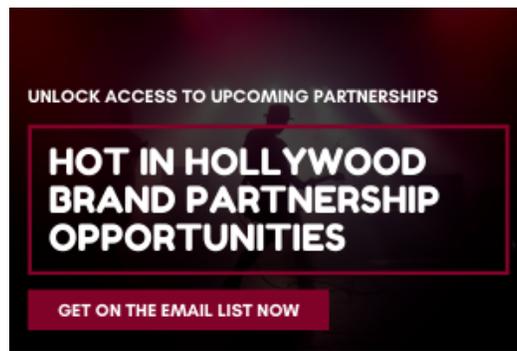
A Marketing Tactic To Keep In Mind

Before the digital age, celebrities were a brand's most valuable asset. Celebrities had the power to influence audiences through their ability to be seen and heard in mass media outlets such as television, radio, magazines and newspapers. The accessibility of these mediums meant that they could reach large audiences with relative ease - at least until social media came into play.

However, despite the rise of social media as a key marketing tool for brands big and small alike, celebrity endorsement has not disappeared from the marketing landscape. In fact it is more important now than ever before because celebrities have built up strong followings on various platforms that give them significant clout when endorsing products or brands online (e.g., Twitter followers). **In this blog post, Hollywood Branded will share what celebrity endorsements can do for your regional business and why they may be the right marketing tactic for your company.**

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