

The Importance of Mixing Pleasure with Business

Customizing entertainment opportunities to meet your corporate goals

You have reached the point in your professional life where bringing clients to the Super Bowl, NBA All Star Game, Final Four or The Masters makes sense from a personal and professional standpoint. Hard work, smart decisions and good judgment have paid off. Now it's time to mix business with high-end pleasure.

But how? Your clients travel in style, sit on the 50-yard line and eat and drink at the top tables in the premier restaurants around the world. Tickets aren't enough to please your clients or top-producing employees. They require pampering and must walk away from the event knowing they have experienced something special.

Of course you know a guy, don't we all know a guy who knows a guy in the business. Can he be trusted? Who has he worked with before? What does he do beyond the normal duties? Who does he rub elbows with? A novice can't handle this because clients who don't enjoy themselves while you are pitching your product soon become ex-clients. They will play 18 holes of golf on a Saturday with you but take their business elsewhere if not impressed by the people you put the project in the hands of.

If you are looking to make a client or employee feel like a real VIP, what better way than to arrange for an athlete or celebrity to appear at the event to mingle with attendees. The key to creating memorable experiences for your clients is to let them enjoy an event outside their "norm". They will walk away from an occasion like this knowing how much they are valued.

Golden Platter Sports (GPS) understands how important a trip to a premier sporting event is. We know it's expensive and we know it must be done right. Your business and ours is riding on it.

Mike "Red" Walsh founded GPS in 2005 but is by no means a neophyte in the business. He cut his teeth in the cutthroat Yankee organization before spending seven years at an international sports hospitality business. Walsh, who is 39 years old, has been everywhere and seen most of it from an up-close view. Tickets are available to sporting events but Red makes the entire experience unforgettable.

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So, who is Red Walsh?



The first bones you make in the business world normally don't come with the ragged edges that George Steinbrenner produces. Your initial job usually doesn't entail working for the Yankees, the premier sports franchise in the world. Yet, that was Walsh's.

Sounds exciting, huh? Sure was. But like everything else in life, it had a price. And that came when The Boss, clearly the most demanding man on the planet, wanted to see you at 11 o'clock in the morning, daily. Walsh lived behind the velvet rope, inside one of the most complex business operations on the planet and absorbed every drop.

Yet, when you work for the best you would be foolish to not learn from the best. Walsh watched Steinbrenner run his operation for seven years. He handled travel plans and tickets and got to know Derek Jeter, Mariano Rivera, Jorge Posada, Bernie Williams, Roger Clemens and Andy Pettitte very well. Red was the man that got things done.

As the head of GPS, Red knows what you want when it comes to putting a corporate hospitality package together. You want reliability, fun and an experience that will not only help you sell your product to clients but one that will be enjoyable for everybody involved. You can trust Red with your business—his business depends on it.