

January, 2020

To Whom it May Concern:

It's my pleasure to recommend Joe Legaz for a position in marketing, promotions and/or event production.

For over three years of my tenure at the Los Angeles Clippers, Joe Legaz reported directly to me, serving as Director of Marketing and Director of Promotional Marketing and Events. During that time, he was a tremendous resource who gave his all to achieve team objectives.

Joe is creative, detailed, dedicated and hard-working. When he was hired in 2016, he hit the ground running and made an immediate impact to the marketing team. He worked quickly to make existing process more efficient and proved a key contributor and collaborator on important projects.

A good example of his contribution is the Clippers' 2016-17 season campaign. Joe was instrumental in the ideation and execution of the "It Takes Everything" campaign. When the team made the playoffs that season, Joe brought the campaign to life by hiring world-renowned speaker Eric Thomas to voice the hype video. He also led the charge on the Clippers Playoffs Party in Venice Beach featuring live music, dunk team exhibitions, an interactive fan mural, and more. Below are some links to showcase these examples:

2017 Playoffs Hype Video: <https://www.youtube.com/watch?v=WAOHr2MWHM>

2017 Playoffs Party: <https://twitter.com/LAClippers/status/857698565405122561?s=20>

2017-18 Season Brand Video: <https://www.youtube.com/watch?v=ONyFgAQIFAA>

You are welcome to contact me for more information or specific examples.

Kind Regards,



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