



## Rivals Waterfront Sports Grille

When The Westin Diplomat Resort & Spa decided to open Rivals Waterfront Sports Grille at Diplomat Landing they turned to Primetime PR and Marketing to help design, develop and brand the venue. Primetime was given the task of assisting with the creation of the logo, hosting the grand opening and handling all media relations and fundraising efforts. Given its unique location on the Intracoastal Waterway, the goal was to position Rivals as a casual restaurant and gathering place that brings together an exciting sports entertainment venue with culinary excellence to create the ultimate dining experience.

Primetime wanted Rivals to partner with a high profile local celebrity to bring immediate credibility to the establishment. We arranged for Miami Dolphins' Pro Bowler, Jason Taylor to co-host the restaurant's spectacular grand opening celebration in July. This event kicked off Rivals' season-long commitment to raise funds for the Jason Taylor Foundation, a South Florida charity dedicated to improving the lives of underprivileged children. Between Jason Taylor arriving on his 100-foot mega yacht, free-flowing Rivals signature cocktails, the unveiling of Chef Craig Berkower and Chris Masco's menu and music from the Miami Heat's DJ Irie, the evening was deemed a success.

The local press thought so too and has given air time and ink to Rivals. From Deco Drive to the Miami Herald, Primetime has been able to secure feature stories on the venue's grand opening event. Stories on the restaurant have also appeared in trade publications, restaurant reviews and other media outlets.



The local media flocked to the grand opening. Jason was interviewed by all the local television stations.

