

CASE STUDY



Trophy Fabrication

ESPN Trophy Customization

Craftsmen Industries and ESPN collaborated efforts for the first annual TitleTown USA competition. TitleTown is an ESPN competition honoring the best sports town in America. Twenty cities nominated for the title are visited by SportsCenter and voted on by SportsNation.

Craftsmen’s objective for this project was to construct two custom trophies for ESPN in only five days. The trophies stand 3 feet tall and 18-inches wide and are made from aluminum and plastic materials. The ‘TitleTown’ lettering and ‘2008’ numbers are dimensional and individually welded onto the trophy. The trophy has been featured on various SportsCenter segments and transported from city to city throughout the battle for TitleTown 2008.



WEB GEM AWARDS

- Two trophies
- Time Frame: 1 week
- Baseball: fabricated by from hardened polyurethane
- Letters: fabricated using 1.75” solid aluminum
- Homeplate stand: Acrylic