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**RENAISSANCE SPORTS TEAMS UP WITH SHADOWLIGHT PICTURES**

*Partnership unites creative and production capabilities for targeted campaigns*

**ATLANTA - 28 October 2014** – Renaissance Sports is pleased to announce the establishment of a strategic partnership with Shadowlight Pictures for the development of broadcast and digital marketing campaigns. The agreement is an outgrowth of a recent and highly successful production for Reynolds Plantation, the expanding golf community on Lake Oconee, Georgia.

As host of the recent “Big Break Invitational” tournament –nationally broadcast on the Golf Channel - Reynolds Plantation had the opportunity to introduce their property to a nationwide audience. Renaissance and Shadowlight combined their talents to create a promotional campaign that engaged prospective residents and drove growth in qualified leads.

“Our challenge with this project was showcasing all the exceptional factors that exist in this one location – all of the great golf, an expansive lake, The Ritz-Carlton Lodge and an active and vibrant group of residents,” said David Short, senior vice president of marketing and sales for Reynolds Plantation. “We feel that, given that challenge, Shadowlight and Renaissance Sports did a nice job in telling our story visually in a very powerful way.” The spots for Reynold’s Plantation, including *Someday is Here,* can be viewed [here](http://vimeopro.com/shadowlightpictures/reynolds-plantation).

Shadowlight Pictures has a long history of developing successful commercial productions, most notably for The Home Depot’s ESPN College GameDay, the Atlanta Falcons, the Georgia Lottery and Bridgestone Golf. Renaissance Sports specializes in strategic marketing and brand positioning for their clients in the sports marketplace.

“Our production capability and the creative talent of Renaissance is an ideal combination,” said Richard Sampson, principal of Shadowlight pictures. “We look forward to working with them on many future campaigns.”

Launched in August of this year, Atlanta-based Renaissance Sports has expanded its offering to leverage its brand development capabilities. “The ‘Big Break’ opportunity has been a nice break for Renaissance,” said Kevin Donovan, president of Renaissance Sports. “We understand how to engage audiences through strong brand positioning and we’re pleased that our skills fit the needs of Shadowlight and Reynolds Plantation.”

**Shadowlight Pictures** is an award-winning film production company based in Atlanta, GA. They produce high-quality films that tell creative, thought-provoking stories while inspiring the imagination. Their nationally recognized work includes Motion Pictures, Commercials, Branded Media, Broadband and Corporate Image Films, including sports related work with the Atlanta Falcons. A core strength of Shadowlight is their diverse range of skills and experience of their producers, directors, writers and advisors. Please visit [www.shadowlightpictures.com](http://www.shadowlightpictures.com)

**Renaissance Sports** is a sports marketing consultancy that specializes in strategic plan development for businesses, sports property rights holders and cities and countries seeking to host major events. Past campaigns have included the successful bid to return the sport of golf to the Olympic Games, and creative activation campaigns for corporate sponsors of major global sports events.  Please visit  
[www.renaissance-sports.com](http://www.renaissance-sports.com)

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