
Dietz Trott adds Brad

Channel 7 sports broadcaster Brad Galli, a Birmingham Brother Rice graduate, is one of three

new clients recently picked up by Dietz Trott Sports & Enter-



Galli

tainment Management.

Galli, who started at WXYZ in May, is in the Dietz Trott Celebrity Representation Division. The firm will manage all aspects of his career, including non-exclusive local endorsement and marketing rights and appearance and speaking engagements.

In addition, Michigan International Speedway and the Detroit Public School League (PSL) athletics will be part of Dietz Trott's Sponsorship Sales Division.

Dietz Trott provides sports and entertainment marketing and management support to individuals, corporations, sports and entertainment venues nationwide.

The agency's services include sponsorships; naming rights and general contract negotiations; hospitality and event management; contract fulfillment; marketing consulting, marketing management and public relations support.