

## **Dietz Trott signs Best**

Detroit Lions running back Jahvid Best has selected Farmington Hills based Dietz Trott to handle his marketing and endorsement rights.

Best, a former University of California football player, will be a part of the firm's Athlete Representation Division. Best was selected by the Lions with the 30<sup>th</sup> pick in the 2010 NFL Draft.

Dietz Trott, a full service sports and entertainment management, marketing and advertising firm, provides 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.

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