

My Benesch My Team Campaign – Bleacher Creatures LLC

2013

Below is a client testimonial from Matt Hoffman, CEO of Bleacher Creatures LLC.

Tell me about Bleacher Creatures.

Bleacher Creatures LLC is a children's toy company I started in 2010. It's about creating products kids can play with and have fun with that connect them to their favorite teams and players. We are partnered with the sports leagues-the NFL and the NFL Players Association (NFLPA), the NBA, Major League Baseball and major colleges. We currently sell plush characters and puppets that look like players, and we're launching wind-up toys.

How did the idea start?

I had been in sports licensing for 15 years, working as a buyer and also on the apparel side. At the same time, I became a father of three, and when I traveled, I wanted to buy sports toys for my kids. You can only get so many t-shirts and pairs of socks, and there was just nothing else out there for them. I also saw what my kids played with and was inspired by them. That started the idea. I knew that kids in different cities loved their players, but those players are real people, not cute and cuddly characters like Elmo. So I did some research and made the connection to turn players into characters.

How did you get involved with Benesch?

I knew Michael Barrie, and as I started developing the business, I talked with him and a few law firms. Michael sold me on Benesch in regard to the value Benesch gives and how they can cover multiple areas of need. Everything he said is true-I haven't been disappointed at all. We started working together early on in the business, in late 2010. Since then, Benesch has been involved in all aspects of my start-up, from raising capital to working on agreements with manufacturers to negotiating contracts with my license partners to intellectual property matters and anything in between. They've been able to cover all our needs. Everything they promised, they delivered.

What do you like about working with Benesch?

Benesch treats our issues like it's their company-they take it to heart. I feel like we work together almost like coworkers rather than a typical client-attorney relationship. They're always available and trying to create the best solutions for us. I work with several Benesch attorneys for different matters and everybody's been terrific across the board.

What are your plans for your young company?

In addition to launching our second product line, wind-up toys, we're getting ready for our NBA and NHL launches. Our first year, 2011, was tough. We came up with the idea late in terms of production schedules, and then had the situations with the NFL and NBA lockouts. It was a tough environment, and we still did well. We've had an amazing response from NHL fans, in particular, especially in Canada, where people are passionate about hockey. So we're looking for a full, productive 2012 and have some lofty goals we feel confident we can hit.