



# LAVOIE + BESPOKE SPORTS & ENTERTAINMENT

See why this award-winning Charlotte Sports & Entertainment Marketing Agency uses Lavoie CPA as their financial strategy partner



# Executive Summary


**Company:** Bespoke Sports & Entertainment

**Founded:** 2014

**Specialty:** Sports and entertainment consulting and experiential marketing agency

**Location:** Charlotte, NC

With over 50 years of combined experience in Sports & Entertainment Marketing, Bespoke's founders, Mike Boykin and Greg Busch have seen their fair share of agencies come and go. They have worked with some of the largest names and most complex brands in the sports and entertainment industry. So, when they started their venture, they knew they needed more than just an accountant to supervise their financial stability. They needed a financial strategist that could confidently run major investor meetings and take control of the company's future; and a firm that could manage expenses while also augmenting human resource needs.



So, when they were introduced to Sharai Lavoie, CEO of Lavoie CPA, they knew Lavoie CPA was something special, and they had found a partner that could help their organization scale for years to come.



# The Agency

Bespoke is a sports and entertainment consulting and experiential marketing agency that helps brands select the right partnerships and maximize their sponsorship investment. With a collective of experienced sports and entertainment marketers, Bespoke provides thoughtful senior-level counsel and custom marketing solutions that are specifically tailored for individual brands.

“We create, produce, and activate innovative and award-winning marketing campaigns that break through the clutter,” says Mike Boykin, Bespoke’s CEO and Cofounder. In a short amount of time, Bespoke’s work has been recognized by multiple awards, including Event Marketer’s IT List and Chief Marketer’s CM200, as well as the Inc. 5000 Fastest-Growing Private Companies in America.

But impressive accolades don’t happen overnight. Bespoke’s founders understood that to compete with some of the largest agencies in the world, they needed a foundation that included a roadmap for profitable growth while keeping the company’s vision and workforce top of mind. They needed unmatched financial acumen and the ability to create a workplace that aligns with the mission of providing a personalized experience for their clientele and an inclusive environment for their employees.



## They needed Lavoie CPA.

# Building from the Ground Up



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Entrepreneurs are visionaries; they see an opportunity and know-how to create something out of nothing. However, making that “something” and growing it into a well-oiled machine requires specific skill sets that may not lend itself to the visionary role.

Mike and Greg knew they wanted to start the way they wanted to finish, which meant bringing on support for finance, human resources, and technology integration from day one.

Today, most small business executives spend 40% of their time on non-revenue generating tasks, making building a company from the ground up even harder when all you need to focus on is sales.

“It’s simple, Lavoie helped us create the infrastructure we needed,” says Mike Boykin. “From setting up accounts payable and HR policies to recommending affordable technology, Sharai Lavoie and her team were there to give us the day to day insights we needed to keep cash flowing, flexibility to focus on sales, and proactive recommendations that enabled us to scale at the right pace.”





To help Bespoke get-up and running, Lavoie CPA was able to tackle the things that mattered most to a fledgling agency, like:

- CFO Duties
- Setting Up Accounts Payable & Accounts Receivable
- Onboarding New Employees
- Running Payroll
- Regular Reporting On Projections & Cash Flow
- Operational Technology Recommendations & Adoption

**Additionally, Lavoie CPA was able to develop a living financial strategy that would be critical for investor meetings, forecasting, and future loans to grow the business continuously.**

# Creating a Financial Strategy that Scales

“Growth is in our veins,” says Bespoke’s President, Greg Busch.

So, it’s no surprise that in only a few years, Bespoke was able to grow to 20 employees and work with companies like Navy Federal Credit Union and Academy Sports + Outdoors, and Peet’s Coffee.

However, scalability isn’t possible without alignment and community.

Lavoie was able to provide Bespoke with critical company assets like a 60+ page employee manual that streamlined onboarding and promotes the best first impression; insurance options that automatically grow with the business and protects the company in a highly regulated industry; and automated expense reporting so the founders can spend time doing what they love – creating unforgettable experiences for the clients.

“Watching Bespoke flourish over the years has been one of the most rewarding experiences, says Sharai Lavoie, Lavoie CPA CEO. “We have been with them since the beginning, and I can’t wait to see what they accomplish next.”



**If you are ready to turn finance into a strategic asset that will pay dividends for years to come, contact Lavoie CPA at [sales@lavoiepllc.com](mailto:sales@lavoiepllc.com)**