



NJC ENTERPRISES

Capability Statement

Nichole Creary, Founder

Strategy & Delivery for Programs the Whole City Is Watching

COMPANY OVERVIEW

NJC Enterprises provides program and project management, community engagement and event delivery for public agencies, nonprofits and prime contractors. It is led by Nichole Creary, an executive business and marketing strategist with 15+ years of experience delivering complex, high-visibility programs for global brands and properties. NJC operates a scalable delivery model: experienced specialists, subcontractors, vendors and strategic partners are assembled around the scope, schedule and complexity of each engagement, with clear leadership and accountability from planning through closeout.

CORE COMPETENCIES

Program & Project Management

Scopes, budgets, timelines and vendors managed from planning through live delivery and closeout.

Community & Fan Engagement

Events, outreach and partner networks that bring residents, fans and audiences into the program.

Event & Experiential Delivery

Large public events and tours run from a detailed plan, with clear owners for every workstream.

Strategic Partnerships & Sponsorships

Partner and sponsor pipelines across sports, corporate, nonprofit and community stakeholders.

Youth, Wellness & Community Programs

Sports, mentoring and entrepreneurship programs built with community nonprofits.

SELECTED EXPERIENCE LED BY NICHOLE CREARY

FIFA World Cup 2026™ for DoorDash

Led market execution in Los Angeles and Miami and supported Atlanta and New York, including the Central Park Final watch party (approx. 50,000 attendees), produced with Global Citizen.

Broadway Boxing & Its Youth Academy

Leads business and partnership strategy for a community-based boxing platform in Inglewood, working alongside D Smoke.

New Balance × Marvel's Black Panther

Led the national launch and hosted the movie premieres and panel conversations.

Airbnb Experiences & Airbnb Luxe

Produced luxury, celebrity-led experiences in Los Angeles that helped relaunch the Airbnb Experiences app.

29Rooms by Refinery29

Led cross-functional, multi-market execution for an immersive culture platform.

LVMH | MAKE UP FOR EVER

Led North American programs and the multi-city Make Up Bag Remix Tour.

DIFFERENTIATORS

- **Executive-led.** One accountable lead and one point of contact from planning through closeout.
- **Scalable teams.** Specialists, subcontractors and partners matched to scope and schedule.
- **Public-facing at scale.** Programs where audiences, partners and press are all watching at once.
- **Transparent reporting,** so you always know where things stand.

LEADERSHIP

Nichole Creary is an executive advisor and operator who translates business objectives into scalable partnerships, audience growth and high-visibility programs across sports, entertainment, media and consumer brands.

Legal Name	NJC Enterprises
Principal	Nichole Creary, Founder
Based In	Inglewood, Los Angeles County, California
Serves	Public agencies, nonprofits, prime contractors

NAICS	541611 (primary), 541613, 561920, 541820
Teaming	Open to joining proposals as a named partner
Roles	Community engagement lead, event delivery partner, project management support, youth and wellness program partner