

# Business Overview



ARCHIVAL DIGITIZATION SPECIALISTS: YOUR HISTORY IS OUR PASSION.

# Our Clients



HARPOSTUDIOS



BROWN

ARCHIVE &  
RESEARCH  
CENTER AT

The BILLY  
GRAHAM  
Library



WRITER'S DIGEST



JOHN DEERE



ART  
INSTITUTE  
CHICAGO



MetLife

Titleist



STEPPENWOLF  
PROGRESSIVE



Ann & Robert H. Lurie  
Children's Hospital of Chicago



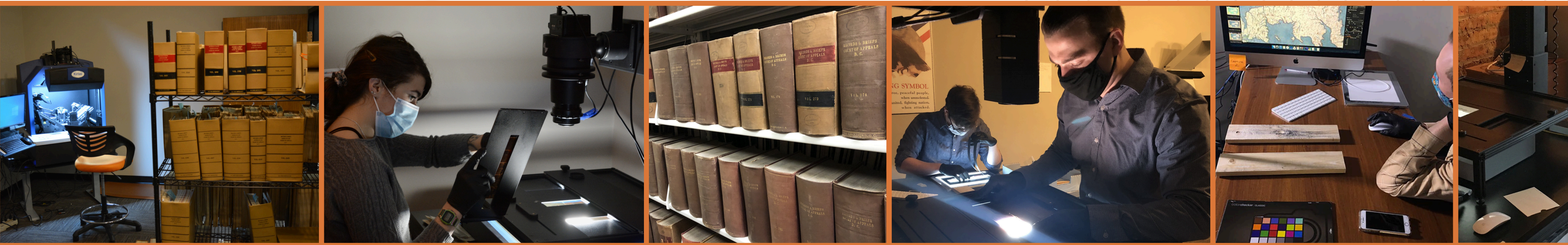
DOWNBEAT  
Jazz, Blues & Beyond  
Since 1934



WRIGLEY'S  
THE UNIVERSITY OF  
CHICAGO







# About The Digital Archive Group

The Digital Archive Group (TDAG) specializes in high-quality digital conversion using customized archival digitization systems and proprietary workflows. We create digital archives to support our clients in making historical content more accessible to their organization and the public.

Using various state-of-the-art scanning and digitization equipment, we select the systems we use on each project based on the assets' age, size, and dimensions to be digitized. We also deploy professionally trained archivists and technicians on all engagements.



**JEFF KELCH, CEO**





# Digitization Capabilities

The Digital Archive Group is a trusted and experienced archival services company that operates a 4,500 sq. ft. archival digitization and climate-controlled storage facility in the northwest suburbs of Chicago (Buffalo Grove, IL).

From this location, we manage one of North America's most NARA-compliant digitization services, digitizing various archival materials, including books, manuscripts, slides, negatives, photographs, and documents.

**DOCUMENTS, LETTERS, MANUSCRIPTS**

**PHOTOGRAPHS, SLIDES, GLASS PLATES & NEGATIVES**

**RARE BOOKS, BOUND BOOKS**

**NEWSLETTERS, MAGAZINES AND JOURNALS**

**SCRAPBOOKS, YEARBOOKS, SPORTS MEDIA GUIDES**

**NEWSPAPERS, CLIPPINGS AND ADVERTISEMENTS**

**PRODUCT CATALOGS, EVENT PROGRAMS,**

**MARKETING AND PROMOTIONAL MATERIALS**

**LABORATORY AND RESEARCH NOTEBOOKS**

**AUDIO AND VIDEO MEDIA**

**TEXTILES, FABRICS AND WARDROBE**

**OVERSIZED MAPS, BLUEPRINTS, AND ARTWORK**



OPRAH WINFREY / HARPO STUDIOS



CLIENT

World renown Oprah Winfrey transitioned her hit talk show, which ran for 25 years, into a media and business empire. When Harpo Studios closed in Chicago, show photography, event and PR collateral and other personal family assets needed to be preserved and made searchable for future use.

SITUATION

Time was of the essence. The Harpo building had been sold and there was less than one-year to move out...so TDAG moved in with a team of 12 archivists, image technicians, and a fabric/wardrobe specialist to work onsite. TDAG created the Harpo Studios / Oprah Winfrey Legacy Archive, including digitization of over 500,000 film images, scrapbooks and personal possessions, plus preservation of Oprah's legacy wardrobe collection.

RESULT

Oprah's archive continues to serve her evolving media businesses and has grown to include additional assets from other photographers. You can see some of the work by visiting the Oprah Winfrey exhibit at the National Museum of African American History and Culture in Washington, D.C.







## Client Case Study

### SHAUN WHITE



#### CLIENT

Referred to as the G.O.A.T. of snowboarding and "The Flying Tomato", Shaun White holds the world record for the most X Games gold medals and most Olympic gold medals by a snowboarder.

#### SITUATION

Only 35 years old, Shaun realized how important it was to organize and preserve his legacy. TDAG received a large collection of mostly unorganized boxes, full of magazines, news clippings, photographs, documents, and ephemera from Shaun's early childhood and his career in skateboarding and snowboarding. From there, our archivists went to work organizing, preserving, and digitizing the assets for creating Shaun's digital archive.

#### RESULT

TDAG created a personal digital archive for Olympic Champion Shaun White inclusive of vintage family photos, sport photography and press clippings, magazine articles and Olympic ephemera. It's fun to see Shaun post pictures from his archive on Instagram to engage with his fans!



ABRAHAM LINCOLN PRESIDENTIAL LIBRARY



CLIENT

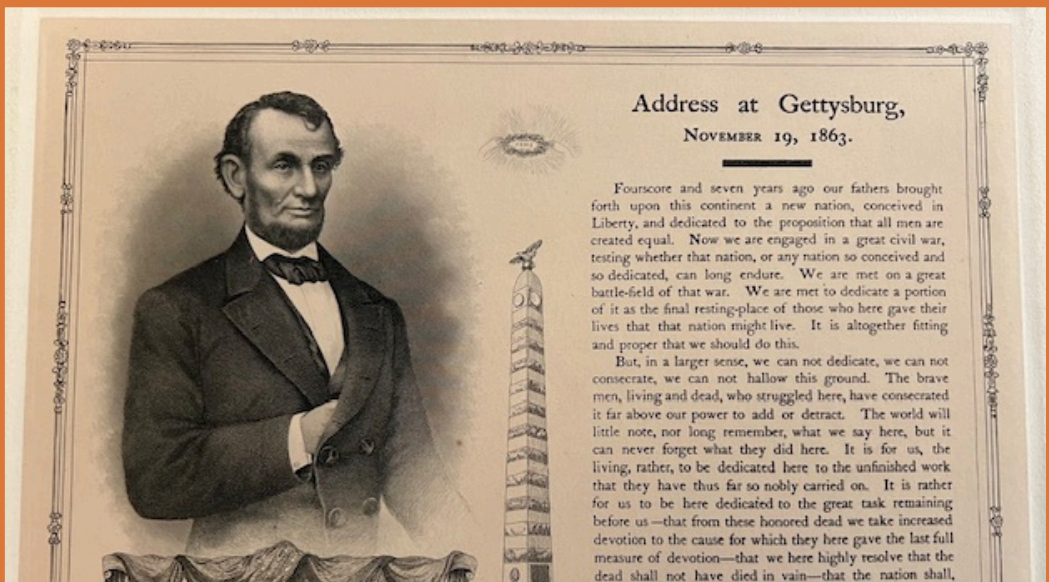
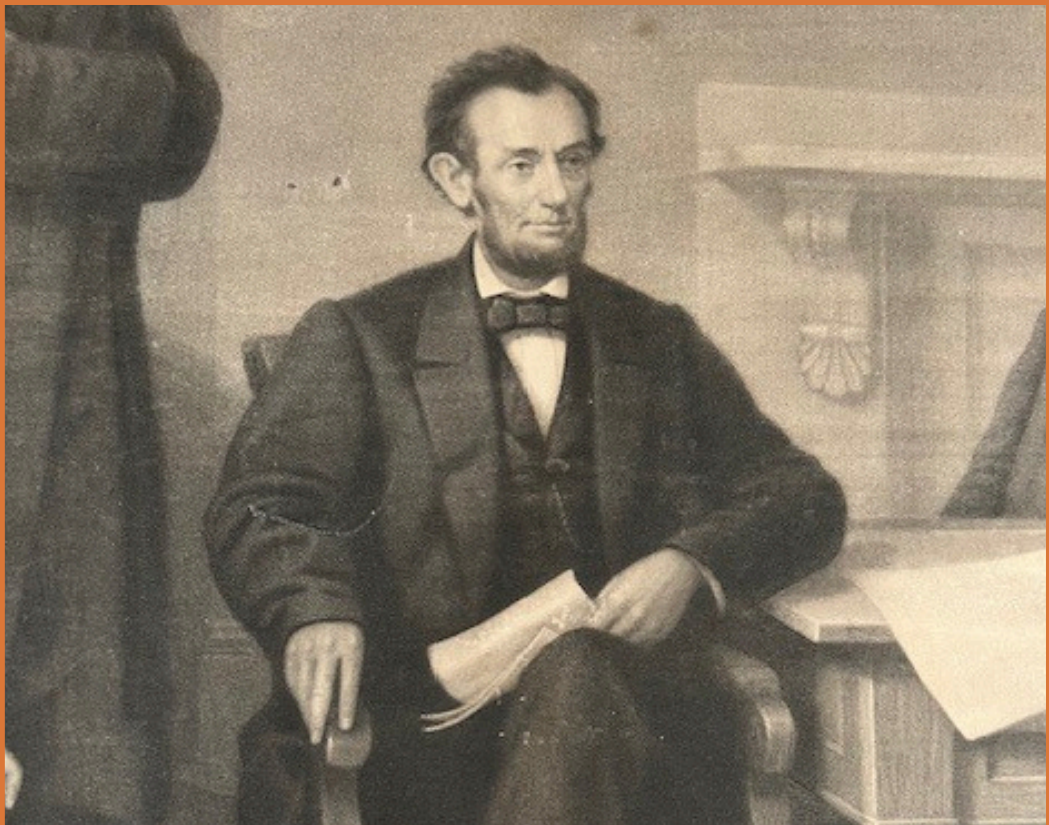
Abraham Lincoln is considered to be one of America’s greatest presidents, having issued the Emancipation Proclamation in 1861. The Lincoln Presidential Library is a research library housing books, papers, photos and artifacts related to Lincoln's life and the American Civil War.

SITUATION

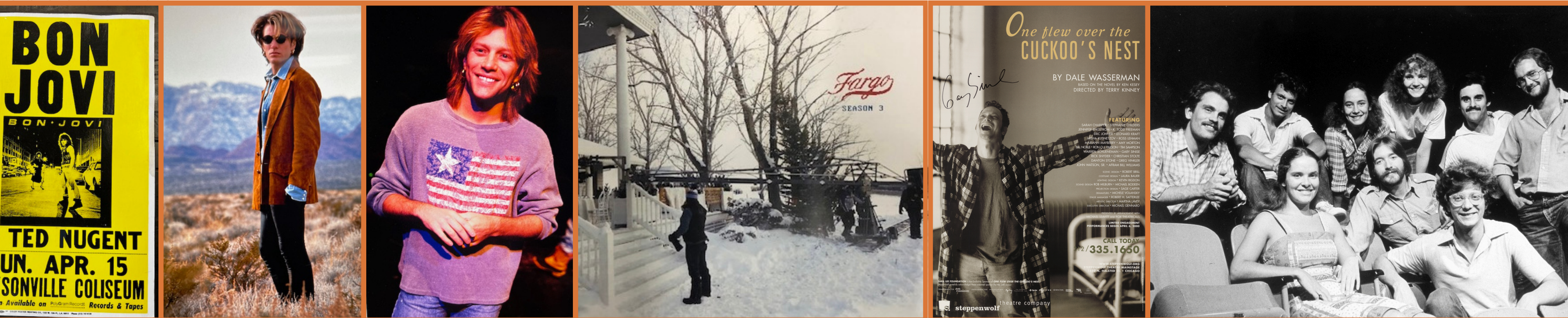
TDAG was proud to have been selected to lead the “Picturing Lincoln” project to digitize and metadata tag the entire visual images collection held at the Lincoln Presidential Library. The materials to be digitized included over 7,500 rare and valuable photographs, broadsides, prints, and ephemera. Due to the materials’ age, condition, and priceless value, TDAG moved two of our imaging systems, photographic lighting, and a team of certified image technicians onsite into the library's vault to perform the project.

RESULT

TDAG technicians carefully digitized and captured the materials, moving them with surgical instruments and cardboard to reduce handling and any further damage. The assets ranged in size from tiny 1” locket photographs to large posters measuring 3’ x 4’. All materials were captured under strict FAGI guidelines with metadata and file naming convention to match existing assets within the Lincoln Library asset management system.







## JON BON JOVI

is an American singer, songwriter, guitarist, and actor. He is best known as the founder and frontman of the rock band Bon Jovi, which was formed in 1983. He has released 16 studio albums with his band as well as two solo albums. In preparation for the four-part Netflix documentary, TDAG organized and digitized over 25,000 assets, including photographs, slides, negatives, posters, and JBJ ephemera.

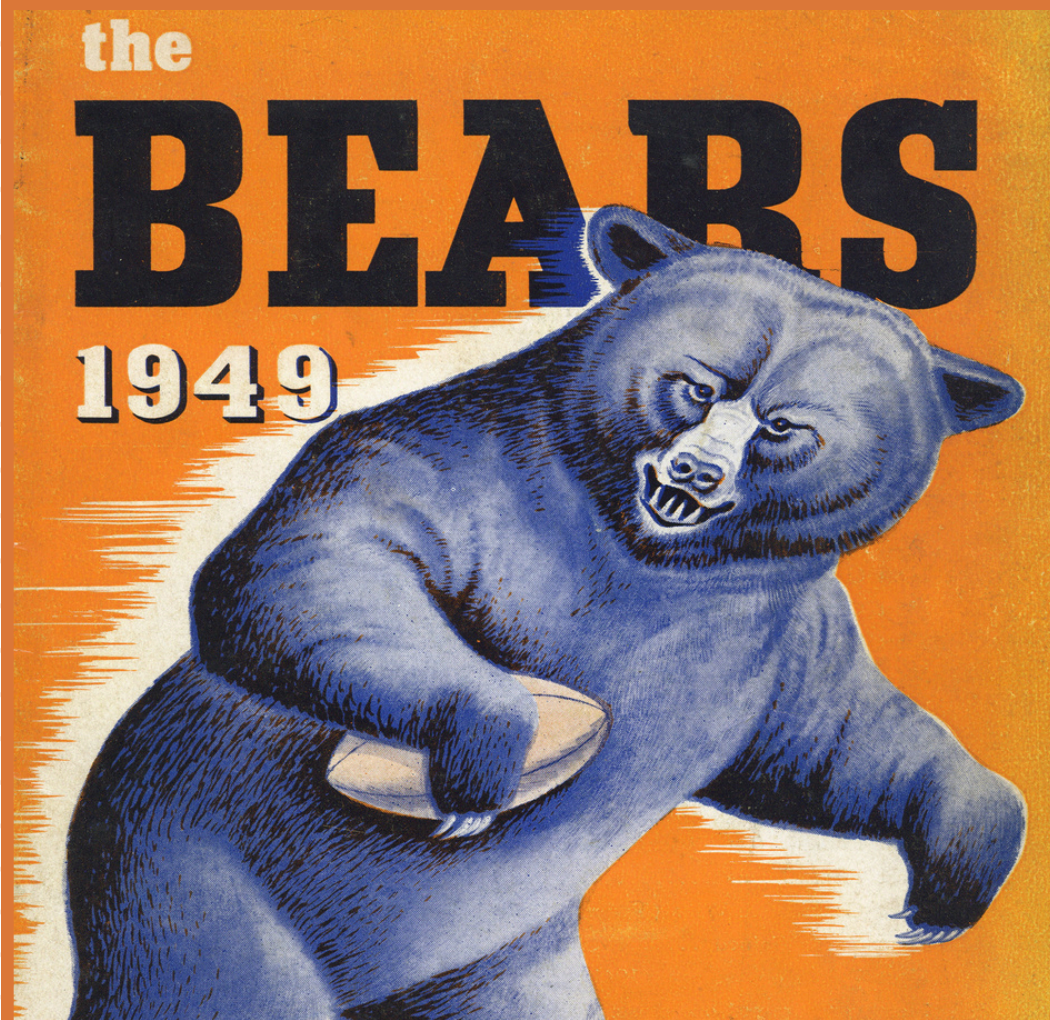
## NOAH HAWLEY

is an Emmy Award Winning American director, producer, and writer for television and film who created and wrote the FX television series Fargo and Legion. His career is archive worthy but it was his mother, Louise Armstrong, a non-fiction writer and activist and playwright grandmother that triggered his desire for an archive. TDAG worked with Noah to create a digital family archive dating back to his great-grandparents.

## STEPPENWOLF

Gary Sinese, Joan Allen, John Malkovich, Laurie Metcalf, and others have acted at the prestigious Steppenwolf Theatre. Steppenwolf reached out to TDAG to organize, preserve, digitize, and create its digital archive. The materials included film, slides, photographs, Playbills, programs, oversized posters, and media. All assets were digitized at high resolution with OCR applied to printed materials for ease of search within a new digital asset management platform.





## Client Case Study

### CHICAGO BEARS

#### CLIENT

The Chicago Bears are a century-old franchise in the National Football League. They played home games at Wrigley Field before moving to Soldier Field on Chicago's lakefront in 1971. A new stadium plan is currently in the works.

#### SITUATION

TDAG has performed numerous digitization projects for the Bears, beginning with a collection of several thousand original photographs and negatives from 1930 – 1965 when the Bears were still playing football at Wrigley Field. Subsequent projects have included the digitization of historic programs, media guides, vintage player interviews and a collection of game day tickets.

#### RESULT

The Bears use these images throughout their marketing and on social media to keep fans engaged with the history of the organization. We are currently discussing a long-term strategy for storing, curating and digitizing more of their assets for broader use in VIP areas, stadium spaces, and other exhibits are planned as part of the new stadium.



## CHICAGO WHITE SOX



### CLIENT

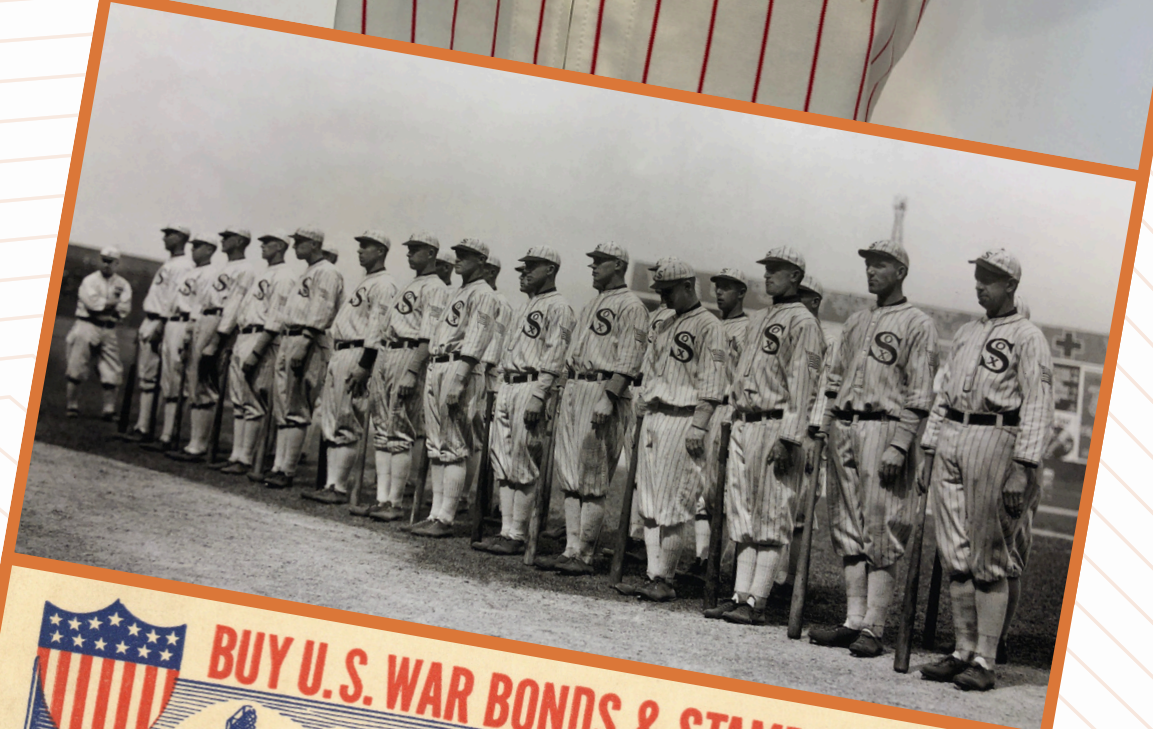
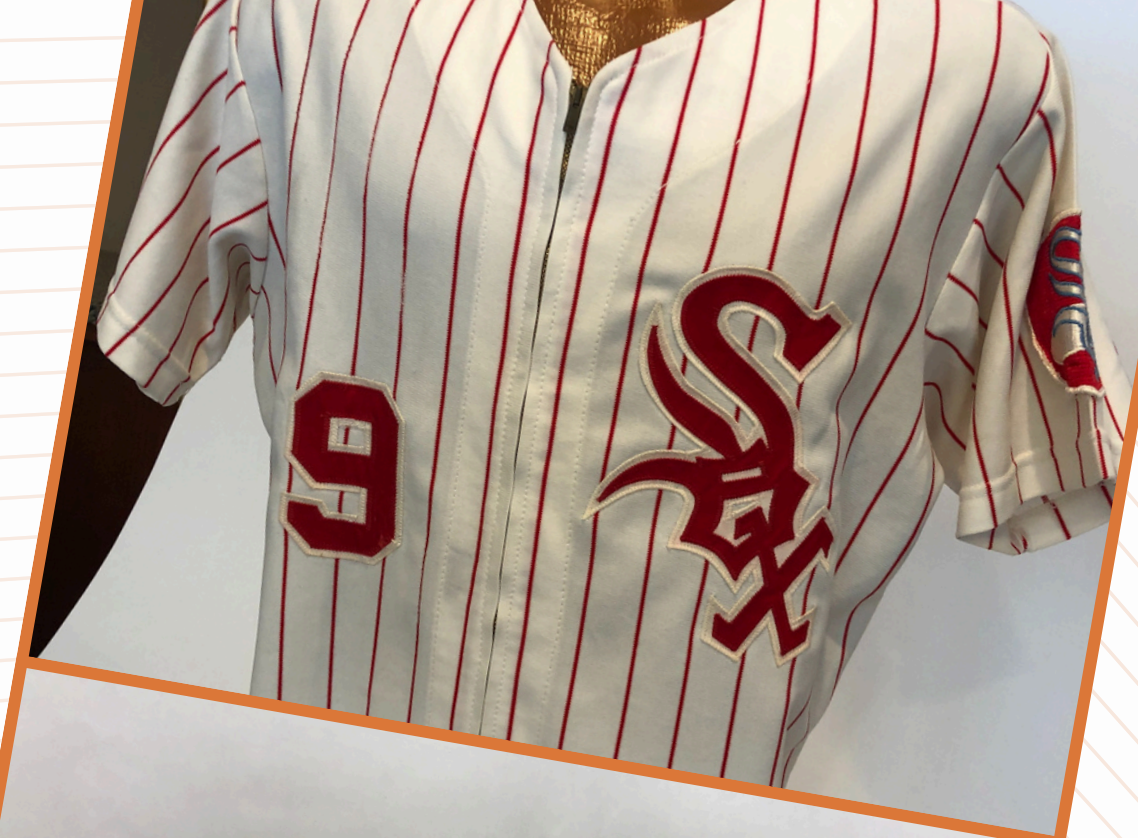
Established as a major league baseball club in 1901, the Chicago White Sox amassed an extraordinary amount of historical physical assets.

### SITUATION

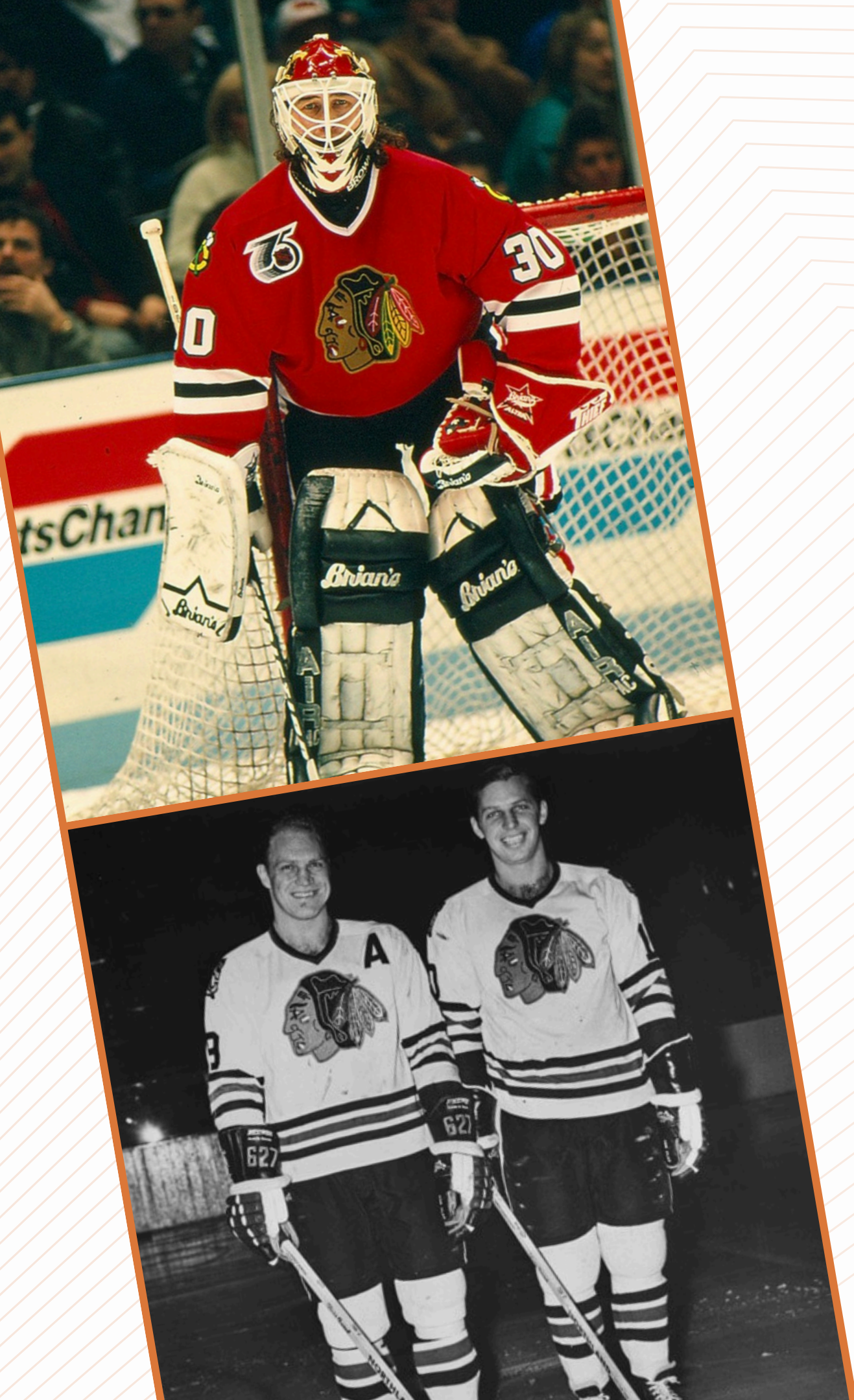
There was a lot of pre-digital history that was not easily accessible by people within the organization so TDAG earned the opportunity to create the White Sox digital archive by providing a solution to digitize over 120 years of assets over a phased three-year period. Digitization efforts covered all categories of assets, including player files, slides, negatives, photographs, news clippings, media guides, programs, scouting reports, game summaries, and ephemera and media.

### RESULT

TDAG created the Chicago White Sox digital archive, including player files, scouting reports, photographs, programs, media guides, and ephemera. The project also included preservation, photography, and tagging of hundreds of White Sox player jerseys collected over the years. These digital images are used throughout the season on scoreboard programming, team magazine, programs and social media. The merchandising team has access to the jersey history for inspiration.







## Client Case Study

### CHICAGO BLACKHAWKS



#### CLIENT

The Blackhawks are one of the “Original Six” NHL teams, playing 98 seasons in the NHL. They have won six Stanley Cup Championships since their founding in 1926 and have 47 players honored as Hockey Hall of Fame members.

#### SITUATION

Before moving to a new office in the United Center annex, the Blackhawks enlisted TDAG to move its historical assets to a safe location during the construction process. The collection included dozens of boxes and file cabinets stuffed with unorganized historical materials. Over the course of six months, TDAG organized, curated, and digitized the Blackhawk's archival materials, including photographs, slides, negatives, player contracts, team publications, and news clippings.

#### RESULT

TDAG digitized and applied metadata to over 25,000 assets, creating the Blackhawks Digital Archive. The digital archive is the leading resource for the organization for storytelling and producing historical content for their publications, social media, and game day productions.





CLIENT

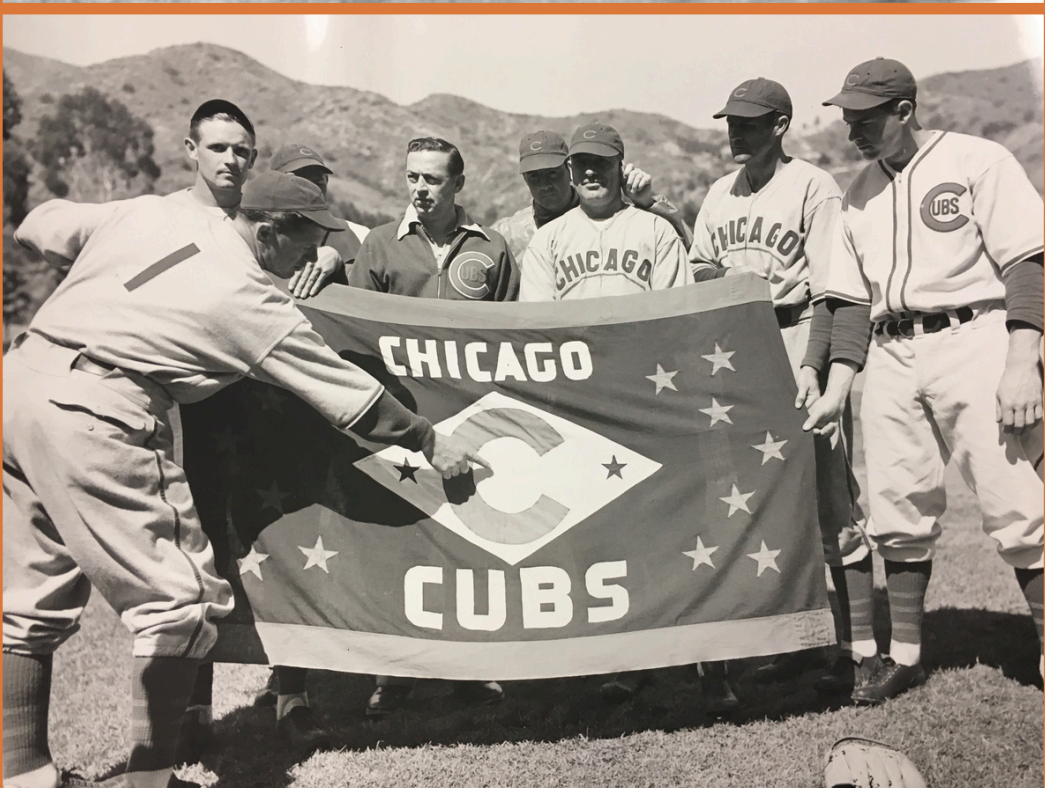
The Chicago Cubs is a beloved American baseball team, a charter member of Major League Baseball's National League since 1876 and plays home games at iconic Wrigley Field. This is an organization steeped in valuable history.

SITUATION

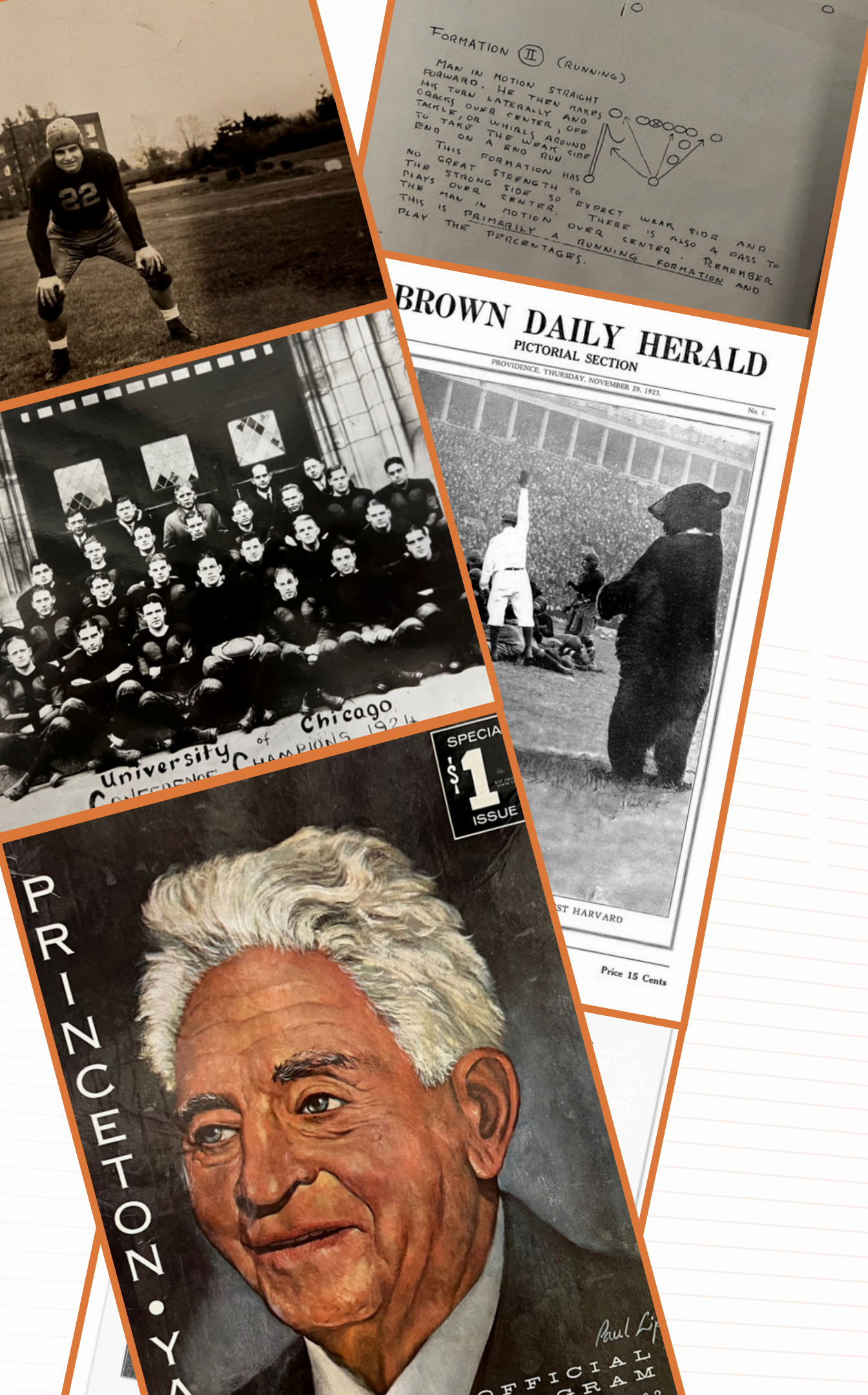
When the Ricketts Family purchased the Cubs, plans were made to update Wrigley and the area around the stadium. TDAG acquired and sold back to the Cubs a valuable photo collection and went on to digitize over 20,000 original photographs and negatives, programs, as well as original Wrigley Field architectural blueprints which became a significant design element for VIP areas at the ballpark and the Hotel Zachary, located across the street from historic Wrigley Field.

RESULT

The Cubs use their digital archive for fan engagement, merchandising and marketing ideas, and social media/storytelling at both Wrigley Field Hotel Zachary, and on multiple digital platforms.







## Client Case Study

### COLLEGE & UNIVERSITIES

SINCE

The Digital Archive Group has worked with many prestigious colleges and universities looking to preserve and use rich histories. Projects have included digitizing slides, negatives, photographs, yearbooks, newspapers, scrapbooks, and historical documents, making them accessible for students, researchers, alumni, and faculty.



College sports are of great importance at most universities, and TDAG works to help our clients archive all of it. For example, TDAG created the Amos Alonzo Stagg digital archive. Coach Stagg, an All-America in football at Yale, began coaching the University of Chicago football team in 1899 and won seven Big Ten championships. Stagg is a charter member of the College Football Hall of Fame, elected as both a player and a coach in 1951. Knute Rockne said, "All football comes from Stagg."



*Titleist*

CLIENT

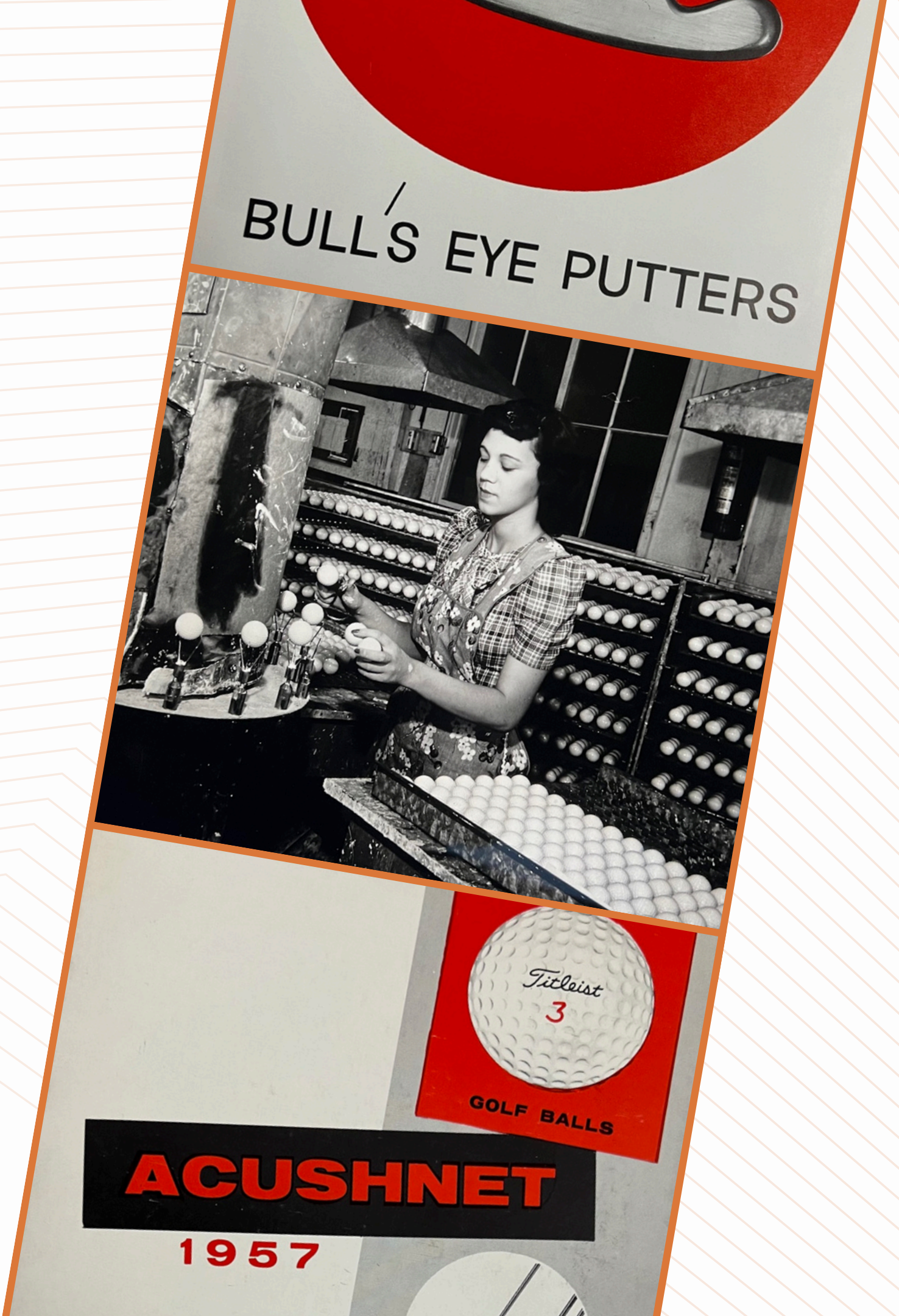
The principal brands operated by Acushnet are Titleist, best known for balls and clubs, and Foot Joy, an apparel brand with a particular focus on shoes and gloves. Titleist was founded in 1932 and has maintained their leadership in the golf industry for years and is known widely as “The #1 Ball in Golf”.

SITUATION

Acushnet had accumulated over 90 years of historical assets dating back to the company's founding. TDAG conducted an onsite assessment of the materials and created a plan to assist in organizing, preserving, and digitizing the entire collection, focusing initially on Titleist. The materials included photographs, slides, negatives, catalogs, price sheets, document, promotional materials, and multiple media formats.

RESULT

TDAG organized and digitized over 50,000 photographs and negatives, and 25,000 document pages, adding metadata to make them searchable in a cloud-based digital asset management system. The digital archive now contains over 100 TB of historical content. TDAG also completed a project for Titleist's R&D division, digitizing 180,000 journal pages related to golf technology research.





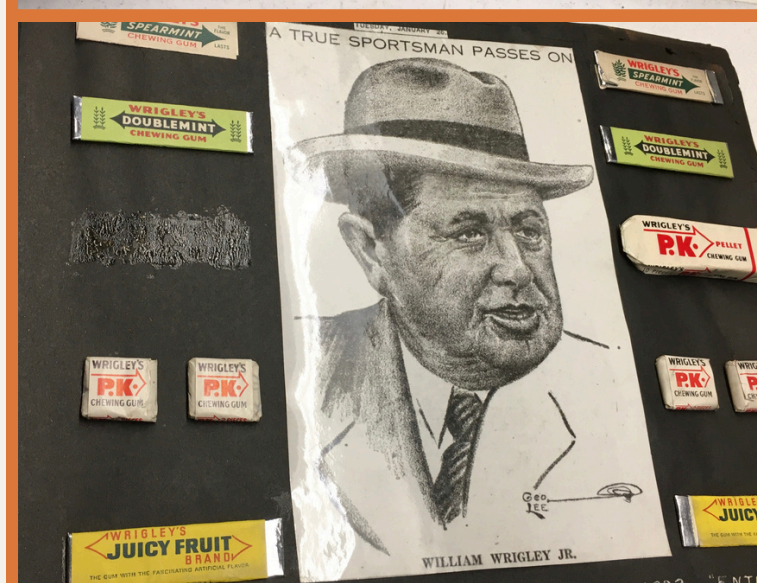
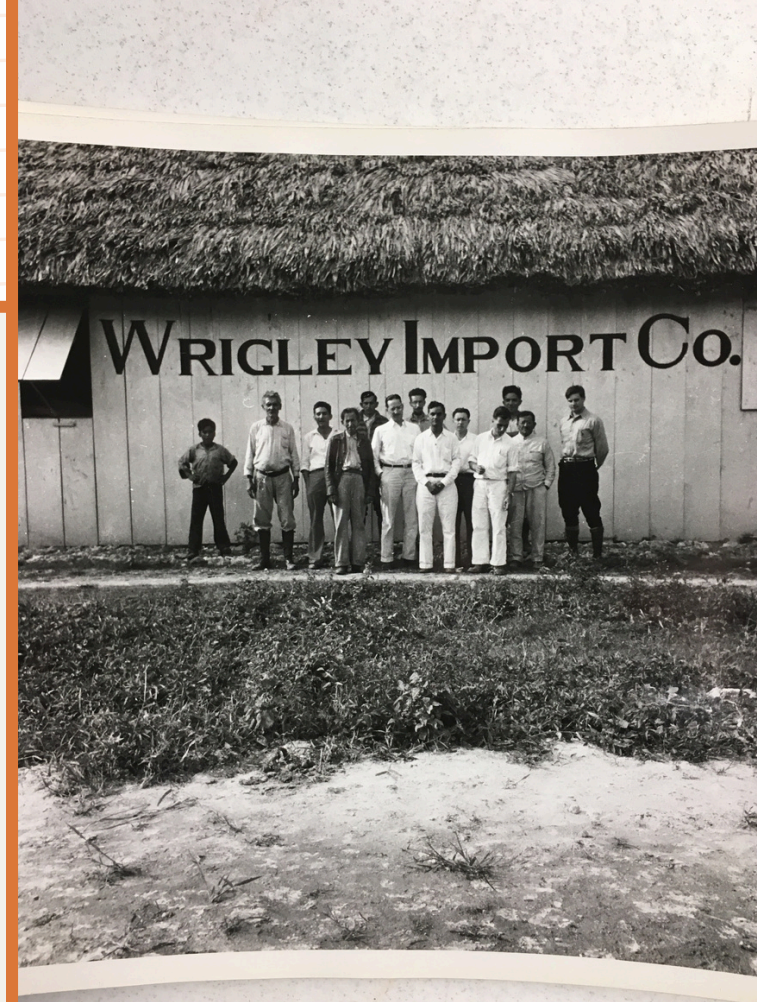


## Client Case Study **WGA**



Founded in 1899, the WGA is one of the oldest golf organizations in the U.S., with over 460 member clubs. TDAG was tasked with curating and digitizing a comprehensive archive of various materials such as slides, negatives, documents, scrapbooks, bound books, and ephemera.

TDAG also designed and launched the WGA Digital Archive and developed a digital asset management system. Notably, the project was led by a recent Evans Scholars graduate from Northwestern, highlighting the connection to the WGA's scholarship program. The archive tracks the careers of legendary golfers who began their journeys at WGA events like the Western Junior and Western Amateur.



## Client Case Study **WRIGLEY FAMILY**

**WRIGLEY'S**

TDAG played a key role in creating a legacy digital archive for the Wrigley family, known for both Wrigley's Chewing Gum and ownership of the Chicago Cubs. The archive includes rare photographs, scrapbooks, news clippings, and home movies documenting the Cubs' 30 years of spring training on Catalina Island, along with personal and corporate moments of the Wrigley family.

TDAG's team organized, preserved, and digitized these materials, which spanned four generations. After digitization, the items were stored in acid-free archival boxes and preservation sleeves, with each family member receiving a portable hard drive containing the digital archive.





CLIENT

John Deere built his first plow from a broken saw blade in 1937. An agreement with a Moline, IL businessman in 1943, officially put Deere into the plow manufacturing business. By 1910, Deere and Company had entered into manufacturing harvesting equipment, tractors and engines.

SITUATION

In 2016, John Deere was on the verge of a milestone, the 100th anniversary of the first tractor manufactured and marketed by Deere and Co. The company wanted to be prepared to celebrate the event by making portions of its vast archive available to members of the company, researchers and the community.

RESULT

TDAG was asked to digitize and metadata tag over 35,000 historical images of John Deere tractors, from the very first tractor to current high-tech models. The result was an outpouring of appreciation throughout the company and the use of many never-before-seen images in their milestone anniversary events.





Client Case Study  
**BILLY GRAHAM**

CLIENT

Billy Graham is one of the most influential Christian leaders of the 20th century. As a preacher, he held large rallies with sermons that were broadcast on radio and television; some were still being re-broadcast. Graham hosted annual evangelistic “Crusades” campaigns that ran from 1947 until his retirement in 2005. Graham provided spiritual counsel for every U.S. president, from Harry S. Truman to Barack Obama.

SITUATION

In preparation for the opening of the Billy Graham Archive and Research Center, TDAG allocated a team of 10 archivists, image technicians, and metadata specialists to digitize a treasure trove of over 1.5 million film images, documents, transcripts, sermons, and personal correspondence. TDAG was entrusted with handling “the most treasured physical assets” of the life and legacy of the Reverend Billy Graham.

RESULT

The Library and Research Center opened in the fall of 2022 in Charlotte, NC with the digital archive now being made available for future generations of researchers of others who will study and perhaps follow in the footsteps of Billy Graham.





CLIENT

Jazz started as a uniquely American sound, forged in the melting pot of cultures in the south. Down Beat Magazine has been devoted to “jazz, blues and beyond” since 1934.

SITUATION

TDAG organized, curated, digitized, and created the Down Beat image archive representing the history of jazz and blues in America. This project also included Enhanced Image Metadata Tagging to easily recognize artists including Louis Armstrong, Count Basie, Ella Fitzgerald, Harry Belafonte, Tony Bennett, Nat King Cole, Ray Charles, Dizzie Gillespie, and the “Chairman of the Board”, Frank Sinatra.

RESULT

This archive became a monetizable asset and historical repository for future articles in the magazine and held a treasure trove of vintage photographs covering the biggest stars in jazz music. Assets like these are valued by collectors, authors and filmmakers.







## JIM BEAM

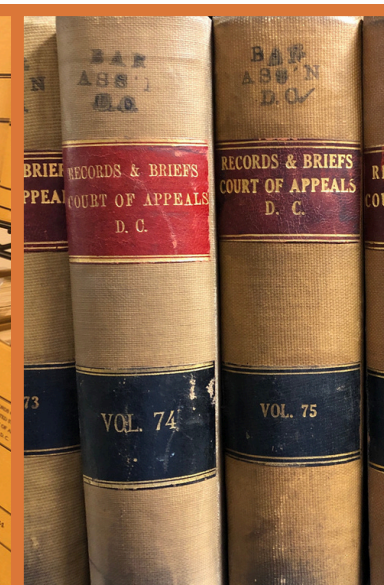
For Jim Beam Brand's 225th anniversary, TDAG organized historical assets like advertisements, bottles, labels, slides, negatives, photographs, advertising ephemera, signage, and employee materials. Some water damaged photographs required additional preservation efforts. This large digitization effort laid the foundation for the Beam Suntory digital archive.

## NEWBERRY LIBRARY

The Newberry Library in Chicago holds over 12,000 atlases, including the Franco Novacco Map Collection from Italy. These valuable maps depict a range of subjects and can be as large as eight feet. Due to their fragility, TDAG set up on-site digitization equipment and a team of image technicians to capture both sides of the maps. The project was so successful that TDAG was invited to digitize an additional 2,000 maps.

## CENGAGE / GALE

Gale/Cengage partnered with TDAG to digitize the Records and Briefs of the U.S. Court of Appeals for the District of Columbia, which include key legal filings from landmark cases on civil rights, environmental issues, and more. The project involved scanning fragile, large-volume bound records, some over 5,000 pages, using specialized equipment. In total, over 450,000 pages were digitized into text-searchable PDF format.







## Investment or Acquisition Considerations of The Digital Archive Group

---

### **AS A PROFIT CENTER:**

TDAG is a profitable business that has demonstrated success selling services into sports teams, colleges & universities, corporate clients, and entertainment agencies

### **AS AN ADDED SERVICE:**

Collection sorting, digitization services, metadata tagging, digital asset management all role up into other creative services offered as part of stadium builds, VIP and exhibit creation, merchandising and other work in fan engagement and brand extension.

### **AS A MONETIZABLE ASSET:**

While many teams handle directly, TDAG has produced collectibles (posters, prints, digital cards, etc.) that can be sold or licensed for an additional revenue stream.