King Lawton
CONSULTING

MEDIA KIT

Built on leadership. Driven by strategy.

Strategic Communications & Public Relations · Veteran-Owned · Las Vegas, Nevada

ABOUT THE FIRM

King-Lawton Consulting is a strategic communications and public relations firm that builds visibility, influence, and trust for leaders in sports, hospitality, and business. The firm secures earned media, builds strategic roadmaps for brands, and prepares leaders to communicate with purpose when the stakes are high.

WHAT WE DO

Legacy Blueprint™

Athletes, coaches, executives

Story, values, and how they want to be known, defined before execution begins.

Strategic PR

Sports organizations, hospitality brands

Media relations, crisis communications, and brand building.

Institutional Programs

Universities, athletic departments, teams

Crisis readiness and reputation programs for student-athletes.

FOUNDER



Danyail Lawton

Founder & CEO

Danyail served 23 years in the U.S. Air Force, including two tours in Afghanistan, and holds an MPS in Strategic Communications from Penn State. She is also the published author of the children's picture book *Penelope and the Vase* and has read it to about 800 elementary students. She uses her platform to advocate for better ways to handle bullying.

She speaks on reputation, confidence, brand identity, leadership, and changing careers after military service.

MEDIA RELATIONS | CRISIS COMMUNICATIONS | REPUTATION MANAGEMENT | NARRATIVE STRATEGY | EVENT COMMUNICATIONS | STAKEHOLDER COMMUNICATIONS

press@kinglawton.com | 702.608.8771 | kinglawton.com

SELECTED RESULTS

Client Work

ATHLETES ABROAD SUMMIT
Sports · Bellagio, Las Vegas · 2026

Broadcast coverage on FOX, ABC, and CBS in Las Vegas, all from cold outreach, plus a national Yahoo News pickup.

SWEET LUNCHEONETTE
Hospitality · Coastal Georgia · 2026

Took a woman-owned bakery and wine studio from local word of mouth to regional print and TV.

BEHAVIORAL HEALTH CONSULTING FIRM
Legacy Blueprint™ · 3 months

A broken lead link had produced zero leads for four months. Leads came in within a week of the fix, and its speakers kit booked two engagements.

FITNESS BRAND COMMUNITY
Community · 4 years

Membership doubled every year, and the work saved the brand $7,000 a month.

EARNED MEDIA FOR CLIENTS

Client Media

FOX, FOX5 LAS VEGAS Athletes Abroad Summit · Jun 2026	**ABC, KTNV** Athletes Abroad Summit · Jul 2026	**CBS, 8 NEWS NOW** Athletes Abroad Summit · Jul 2026
YAHOO NEWS Athletes Abroad Summit · National Pickup	**THE BRUNSWICK NEWS** Sweet Luncheonette · Apr 2026	**NEWS4JAX** Sweet Luncheonette · May 2026

THE FOUNDER IN THE PRESS

As Seen In: Local, National, and International

Forbes · Forbes Brasil · EBONY · AfroTech · Yahoo · Modern Retail · Michigan Chronicle · CBS, 8 News Now · El Restaurante · Diversified Game · Boss Moves Magazine · Legiontown U.S.A. · Video Librarian · Crafty Moms Share · Times Square billboard

ON STAGE

Speaking

Athletes Abroad Summit, PR Lead & Speaker, Bellagio, Jul 2026 · **Veteran Social 2026**, Sep 2026 · **Her Story is History Summit**, Mar 2026 · **Empower Black Summit**, Feb 2026

Media inquiries and partnerships: press@kinglawton.com | 702.608.8771 | kinglawton.com