



Building lifetime loyalty through next-level brand journeys

YOUR TEAM



JULIA MALLON
CEO & FOUNDER



TIM FOWLER
VP OF EVENTS & EXPERIENCES



ALEXANDRIA KARNAZES
SENIOR MARKETING MANAGER &
BUSINESS DEVELOPMENT



MACKENZIE JONES
SENIOR PROJECT MANAGER



JEFF BALL
SENIOR PROJECT MANAGER



ADA CAMPOS
OPERATIONS MANAGER



TRAVIS JAGROO
OPERATIONS MANAGER



JILLIAN BURMEISTER
SPONSORSHIP MANAGER



JOSH ROWE
SPONSORSHIP & PROGRAMMING
MANAGER



JAMIE TRANT
AUDIO & VIDEO MANAGER



MASON ELLIOTT
BRAND AMBASSADOR



PAUL LEAK
BRAND AMBASSADOR



**SUZANNE
PORTILLO**
ACCOUNTING MANAGER



LINDSEY HAWKINS
COPYWRITER & CONTENT LEAD



BRIDGET KUGLIN
CREATIVE & BRAND STRATEGY



ERIC GREGSON
WEBSITE DEVELOPMENT

THE EVENTUS APPROACH

We creatively imagine and meticulously produce *next-level experiences* that strengthen customer loyalty in deeply authentic ways.



▶ ORGANIC & PAID
BRAND MARKETING

We build **curiosity and awareness** by reaching the right audience with the right messaging.

▶ AUTHENTIC
BRAND EXPERIENCES

We go beyond the expected to dream up and source experiences that will **spark authentic connections** with your brand's unique audience.

▶ EARNED & OWNED
RETENTION MARKETING

We **grow loyalty** by nurturing connections made between your brand and your community.

THE EVENTUS APPROACH

EVENTUS knows that growing consumer lifetime value goes beyond marketing and producing a single event. That's why we provide strategic cross-channel marketing support to maximize the impact of every consumer touch point.

▶ **BRAND MARKETING** builds curiosity and bring audiences *to* your brand.

▶ **BRAND EXPERIENCES** spark meaningful brand connections.

▶ **RETENTION MARKETING** maintains consumer loyalty.

THE RESULT?

A steady cadence of online and offline connection that **builds authentic lifetime loyalty.**

HOW WE DO IT



HOW WE DO IT

1

BUILD CURIOSITY

Brand Marketing

- Audience Research
- Insight Development
- Integrated Marketing Strategy
- Direct to Consumer Strategy

PROJECT MANAGEMENT

2

SPARK CONNECTION

Experiential Events

- Brand Activation Events
- Brand Owned Events
- Media Networking

BUSINESS DEVELOPMENT

3

NURTURE LOYALTY

Retention Marketing

- Post Campaign Analysis
- Post-Event Content Development
- Media Amplification
- Social Media Community Strategy & Management
- Loyalty Content Programming
- CRM Strategy

CREATIVE DESIGN & COPYWRITING



HOW DO WE BUILD CURIOSITY?

1

IDENTIFY WHAT MOVES YOUR BASE

We start by truly understanding your customers. From surveys to in-person focus groups, we gather insights and use them to guide every step.

2

CREATE CAMPAIGNS THAT RESONATE

With our creative and strategic teams working together, Eventus develops messaging and concepts that spark excitement and intrigue.

3

MEET THEM WHERE THEY ARE

We plan when and where to share your campaign with your most valuable customers, delivering a seamless story across all channels.

73% OF CONSUMERS USE MULTIPLE CHANNELS TO INTERACT WITH BRANDS.

HARVARD BUSINESS REVIEW, 2017 *(and that was more than 5 years ago)*

HOW DO WE SPARK CONNECTIONS?

1

BRING IN THE RIGHT PEOPLE

Eventus taps into our network of influencers, athletes, and musicians to find and partner with the voices your customers connect with most.

2

CREATE THE VIBE

Eventus goes beyond the expected to design and build environments that delight and engage. From big ideas to logistics and production, we bring unforgettable experiences to life.

3

ORCHESTRATE & EXECUTE

Attendees may think the magic happened on its own, but you and Eventus know it came from a mix of imagination and production expertise behind the scenes.

OVER 40% OF PEOPLE SAY THEY FEEL MORE LOYAL TO A BRAND AFTER ATTENDING THEIR EVENT.

SHOPIFY, 2022.

HOW DO WE NURTURE LOYALTY?

1

CAPTURE, COLLECT, CULTIVATE

The Eventus team captures, analyzes, and shapes your brand experience to create emotional, lasting content.

2

SPREAD THE WORD

After delivering an amazing experience, Eventus amplifies it — extending the campaign so customers stay engaged and your ROI grows.

3

STAY TOP OF MIND

Customers engage when they have consistent reasons to. We help you identify those reasons and create repeatable engagement programs.

**IT'S 6 - 7 TIMES MORE EXPENSIVE TO ACQUIRE A NEW CUSTOMER
THAN IT IS TO RETAIN AN EXISTING ONE.**

HUBSPOT, 2022.

OUR CLIENTS

The brands we work with have one thing in common:

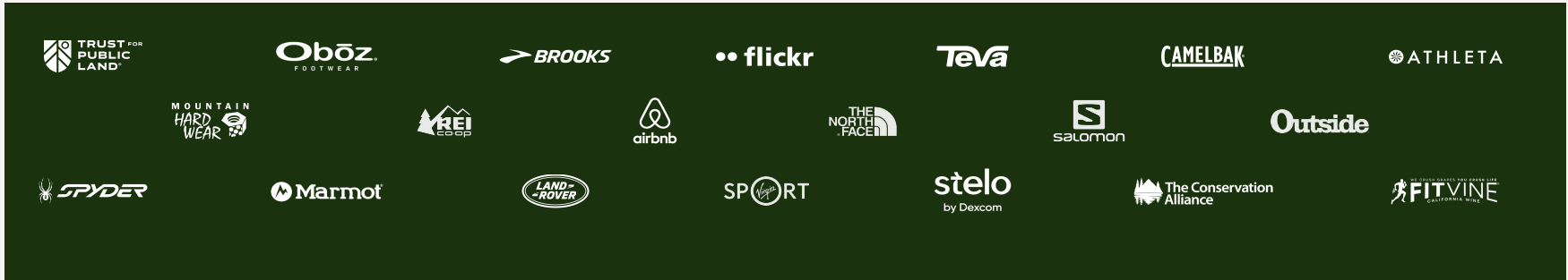
They're compelled to connect with their customers in authentic and evocative ways.

They want "I can't wait to tell my friends about this" moments.

In today's world, that's not easy. But the brands we work with are up for that challenge.

▶ **"In this... volatile and pressure - filled industry you need a company you can implicitly trust and know will deliver... For Outside that was Eventus."**

OUTSIDE MAGAZINE EXECUTIVE



GEN Z + EXPERIENTIAL

Being digital natives, Gen Z and Young Millennials are the *perfect audience* to fully leverage event marketing.

▶ **THEY LOOK FOR IDEAS + COMMUNITY ONLINE**

Brands reach their best consumers with **influencers** and **digital targeting**, driving them to events.

▶ **THEY ATTEND IRL EXPERIENCES**

Gen Z averages **4.1 hours** at live events—ample time for **brand engagement and connection**.

74% are more **likely to convert** after engaging in branded experiential marketing.

▶ **THEY SHARE WITH FRIENDS ONLINE**

Interactive brand experiences are 4-5 times more likely to be **shared on social media**.

CASE STUDIES

CASE STUDIES

Current

-
- 1 Brooks, XC Championships: Event Production

 - 2 Shock Doctor Legends Series: Event Production

 - 3 FISU Winter Games: Event Production

 - 4 Land Rover: Partner + Sponsorship Integration

 - 5 Athleta + Allyson Felix: Brand Activation

 - 6 The North Face, XPLR Pass Trail Days: Brand Relationships

 - 7 DripDrop: Awareness + Trial Campaign
- 8 Teva Festival Campaign: Brand Immersion

 - 9 Oboz: Product Launch / Integrated Marketing Campaign

 - 10 REI, Outessa: Consumer Research + Insights

 - 11 Mountain Hardwear: Relationship Management

 - 12 Outside Games: Integrated Marketing Campaign

 - 13 Airbnb, The Olympic Experience: Business Development
-

BROOKS XC CHAMPIONSHIPS



Continuing Tradition

The Brooks XC Championships effectively filled the void of a large national Championships, maintaining national visibility and competition for high school runners. Brooks and partner Fleet Feet provided organizational support, media exposure, and continued growth for the sport.

- ▶ The content generated **4.1 million views on Instagram**, demonstrating strong reach and platform visibility.
- ▶ It received **142,000 interactions**, showing high levels of audience engagement.
- ▶ **59% of the traffic came from users aged 13–24**, highlighting a predominantly Gen Z audience.
- ▶ The campaign drove **129,000 website visits**, indicating effective conversion from Instagram to off-platform traffic.

SHOCK DOCTOR LEGENDS SERIES



National 7v7 Football Tour

Shock Doctor's Legend Showcase was a five-city, two-day national 7v7 football tour bringing together elite youth and high school athletes for competition, mentorship, and development. The tour delivered a consistent, high-energy athlete experience while maximizing national brand visibility.

- ▶ **522 Teams, 1,289 Games Played, 9,553 Athletes, 1,799 Coaches, up to 15 States** represented per event
- ▶ Consistent **national brand exposure** across all five markets
- ▶ **On-site activations** and experiential fan and athlete zones
- ▶ **High-visibility branding** across signage, tents, uniforms, and fields
- ▶ **End-to-end tour logistics** with full on-site production and operations with centralized registration & partner management

FISU WORLD UNIVERSITY WINTER GAMES



Building Connections & Community

Eventus curated activities, entertainment, and opportunities for individuals to connect from across the globe. This extensive planning shaped the event's atmosphere and was a main driver of its success.

- ▶ **9 unique activations** including concerts, rail jams, drone shows, and ice sculptors throughout the 11 day period
- ▶ **17 musical acts** for daytime and evening performances
- ▶ **Over 22K engagements** with festival activations
- ▶ **1,443 collegiate athletes** from 540 universities and 46 countries battled it out in 85 medal events

ALLYSON FELIX RACE FOR CHANGE



Revitalizing Athleta's Brand Base

We created a one-day event celebrating the career of Olympian and activist, Allyson Felix, by gathering women in downtown LA for a day of 100-meter track races, interactive booths, and live music.

- ▶ **1000+ attendees** joined us for a day of celebrating with Allyson Felix
- ▶ **Coordinated 25+ HEAT GROUPS**, including age group races, elite, and community races
- ▶ **1.2M estimated pre-event** social marketing reach
- ▶ **Worked with 13 brand partners**, including leading gear companies and nonprofits
- ▶ **\$10,000+ worth of partner-provided gear** for welcome bag and on-site refreshments
- ▶ **5 brand partners** integrated their brand into the **on-site festival activities**

XPLR PASS TRAIL DAYS



Building Brand Relationships Through Inspiration & Education

We tapped into The North Face's loyalty program inviting guests to enter for a chance to claim a coveted spot joining TNF for a day of outdoor exploration, art, music, and community in their area.

- ▶ Engaged The North Face's loyalty program and **received 10,000+ applications** entering for a chance to join the event
- ▶ Gathered **400+ women** for a day of hiking, music, and community
- ▶ Secured **8 brand partners** within our network to supply in-kind product for welcome bags

PARTNERSHIPS + TRIAL CAMPAIGN



Making lasting brand intros.

Eventus identified and coordinated partnerships and experiences that introduced the DripDrop brand to its most valuable future customers across the country.

DRIVE AWARENESS: BRAND PARTNERSHIP PROGRAM

- ▶ **7 nationally** recognized brand partnerships secured
- ▶ Activations at **5 of the top outdoor industry events**

DRIVE TRIAL: PRODUCT SAMPLING PROGRAM

- ▶ Estimated reach of **2.75M qualified** potential customers
- ▶ **Over 700,000 DripDrop** samples distributed
- ▶ **Increased sales 38% DTC** and in store in their key DMA

IMMERSIVE FESTIVAL CAMPAIGN



We didn't just bring people to the trail— we brought them into a brand experience.

Teva wanted to deepen its relationship with both long-time brand lovers to first-time festival friends. To do this, they needed more than just foot traffic—they needed qualified data, authentic feedback, and a seamless way to measure impact.

- ▶ Strong product interest through **424 demos led by Aventura styles**, with on-site purchase intent.
- ▶ High engagement with **129 Guided Hike participants** and **26 VIP/Media attendees**.
- ▶ Business impact of **143 shoes sold, \$14,620 revenue, 1,273 emails captured**.
- ▶ Community giveback with **253 pairs donated** to Blue Sky Fund and Leave No Trace.

FAST TRAIL CHALLENGE + KATABATIC LAUNCH



A 360° Launch Strategy

Eventus designed an integrated marketing strategy that leveraged community and brand building tactics to deliver Obōz's most successful product launch to date.

- ▶ Challenge engaged **2M+ users**
- ▶ **1,076 total registrations** across 19 countries
- ▶ **70%** of those registered recorded a hike
- ▶ **5,019 hikes** completed and **5,400 trees** planted

OUTESSA SUMMIT SERIES



Listening that unlocks potential.

Traditionally, the outdoor industry has been thought of as a male dominated industry. Yet REI and EVENTUS recognized that over 46% of participants* in outdoor activities are female. And that is something that should be celebrated.

PRODUCTION EXCELLENCE

- ▶ **Three multi-day events** in Utah, California, and North Carolina
- ▶ **400+ attendees** at each event—flying in from 36 states

MARKETING EXPERTISE

- ▶ **150M+ PR impressions** across digital, print, broadcast
- ▶ Hits across **46 media outlets** (trade, vertical, and consumer)
- ▶ **19M+ social impressions** across Instagram, Facebook, and Twitter

GREAT EXPERIENCES LEAD TO GREAT CONTENT



**One epic run.
Six powerful product stories.
Thousands reached.**

Mountain Hardwear partnered with Eventus to showcase their newest line by staging the ultimate test: six athletes racing up Mount Lemmon. Eventus delivered an unforgettable experience that produced authentic, joy-filled content.

▶ The Mount Lemmon Rush wasn't just 28.68 miles and 10,270 feet of vert—it **was a carefully crafted experience** that gave content creators organic opportunities to showcase Mountain Hardwear's gear in action.

OUTSIDE GAMES

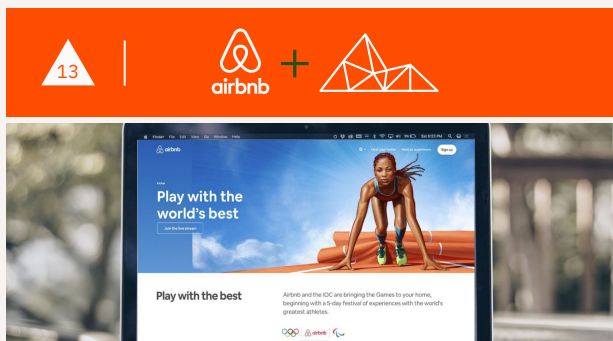


Making Every Touchpoint Meaningful

We know today's customers are looking for more than transactional experiences—they desire emotional connections with brands. Eventus uses its extensive network to bring the right influencers and athletes to engage with your customers, leaving a lasting impression.

- ▶ Incredible engagement—**2.8M+ impressions** across social, email, and site traffic
- ▶ **Athlete and partner promotion** reached an audience nearly as wide as Outside's entire network promotion
- ▶ Partnered with **4 brands for a total of \$10K+ value**
- ▶ **High-quality production** with excellent feedback from Outside's editorial team

THE OLYMPIC EXPERIENCE



Connecting with Customers *Where They Are*

We worked hand-in-hand with Airbnb on the development of their Olympic & Paralympic Online Experiences, identifying athletes and coordinating everything from contracts to experiences.

- ▶ Sourced close to **100 current and past Olympians** to serve as experience hosts
- ▶ **Curated experiences** based on each Olympian's unique interests and skill sets for intimate gatherings prior, during, and after the Olympics
- ▶ Brought in **top-tier talent** such as Alex Honnold to celebrate and promote climbing in the Olympic Games



EVENTUS

Building loyalty through better experiences

LET'S TALK

—
Julia Mallon | julia@eventusexp.com

