

GROUP OUTDOORS





LIFESTYLE EVENTS

... The company is regularly asked to craft boutique events, design memorable spaces and direct creative collaborations in sport, food, wine, cars and music.

SERVICES

- Concepts
- Branding
- Positioning
- Design/Render
- Sponsorship
- Planning
- Management
- Implementation



GROUP
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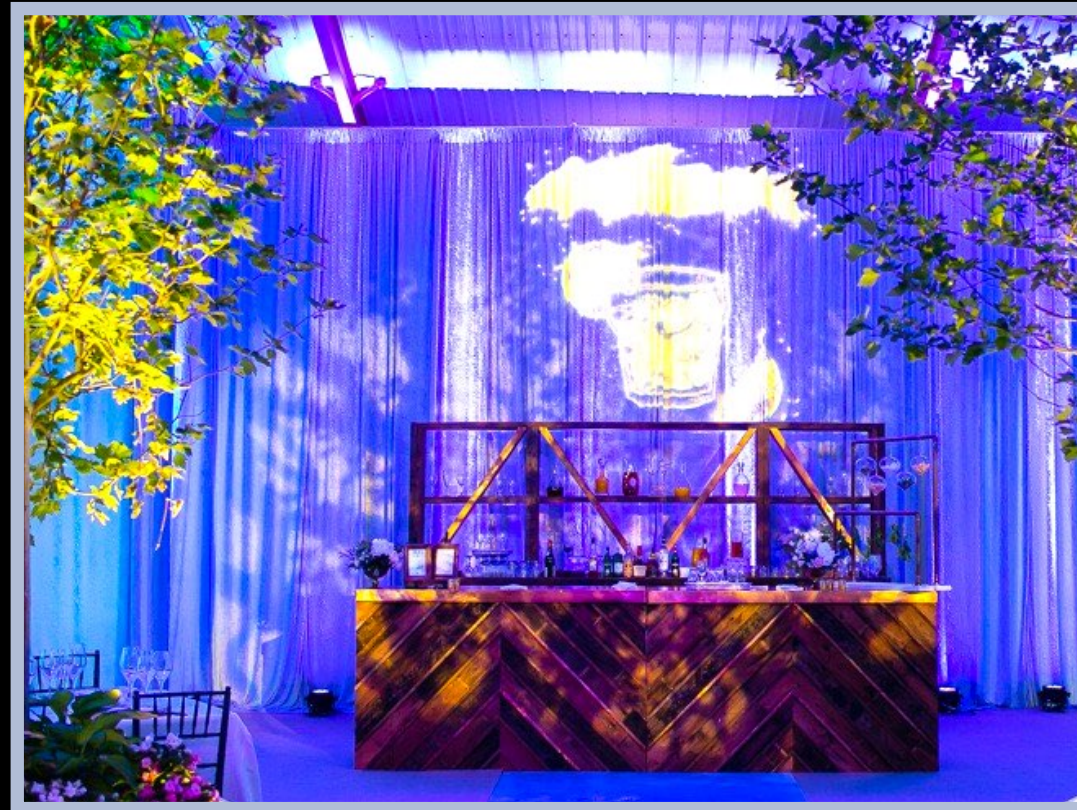
PROJECT APPROACH

Work with you marketing team to:

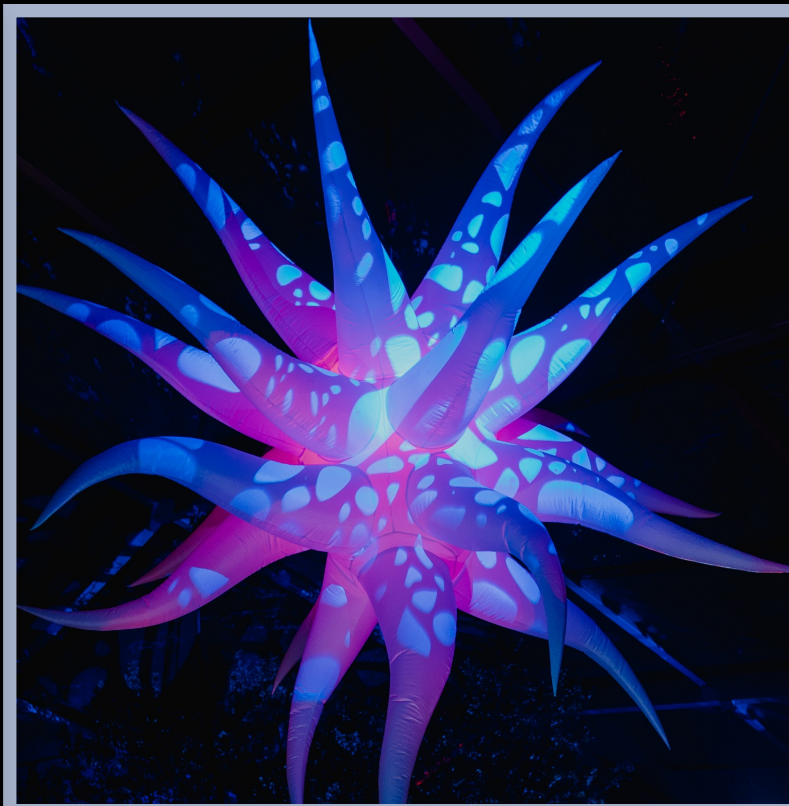
- Design & develop one or more signature, outdoor, lifestyle events set in a unique field-side venue
- Program the venue's offerings to attract, cultivate and reward an market-specific clientele
- Create event and venue pitch and sales materials for use in-person and online
- Populate event-specific brand attributes to the venue – visuals, keepsakes and photo-worthy iconography
- Plan and implement the installation, removal and possible storage of venue specific assets

— Relevant Samples and Studies Follow —

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VENUES, LOUNGES & PAVILIONS



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MOBILE LOUNGES

A unique field-side experience featuring a mobile lounge with an overlook.

Gain VIP access to the thrill-of-the-grill mobile club lounge.

The ultimate field-side experience for polo, show jumping, steeplechase and more.



VENUES, LOUNGES & PAVILIONS

EXPERIENCES

Often staged field-side in unique venues, our productions are celebrations of the outdoor lifestyle — a blend of equestrian sport, food, wine, cars and music.



EXPERIENCES



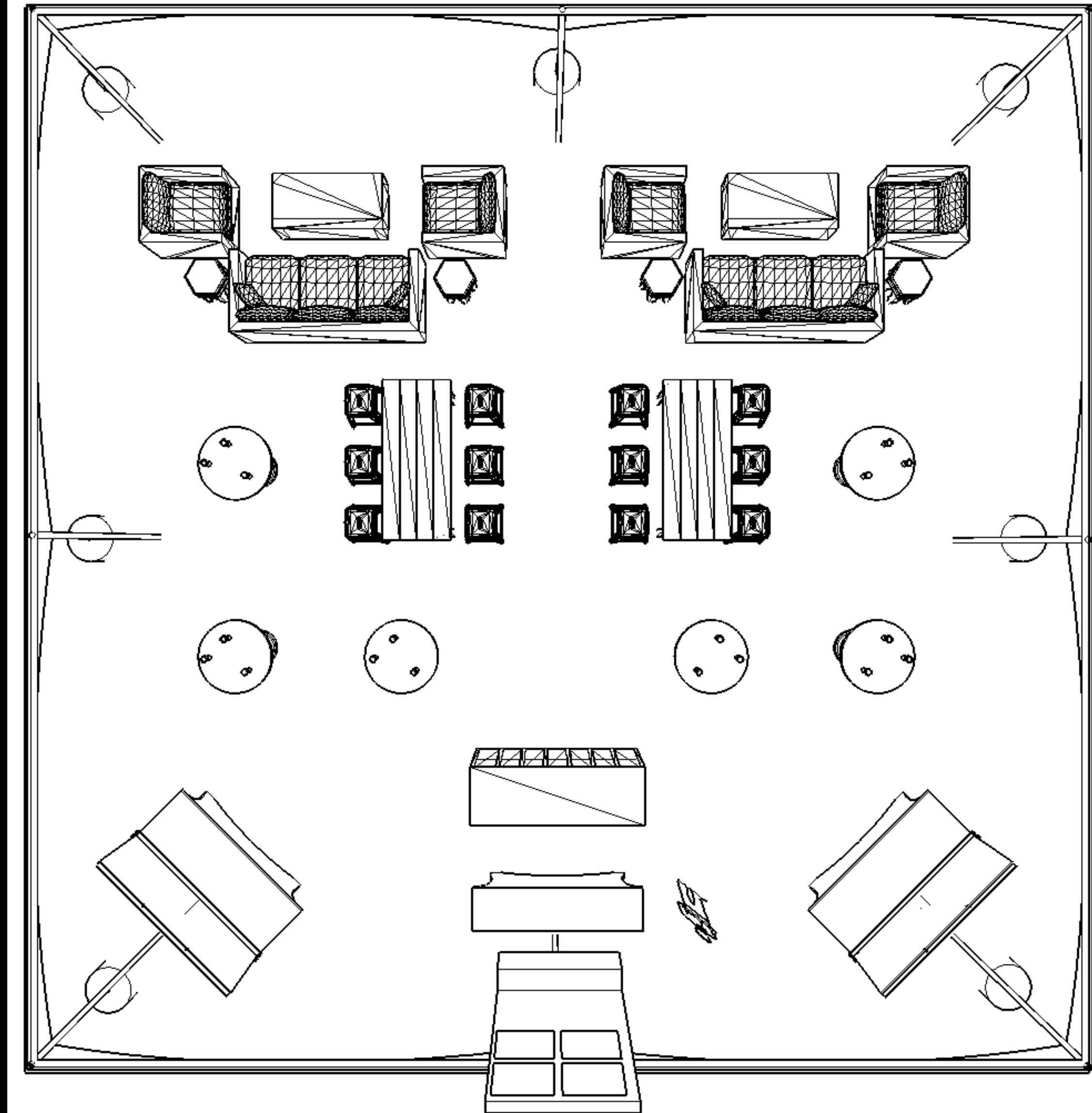
SETTINGS



SETTINGS



30 x 30 FIELD-SIDE FLOOR PLAN

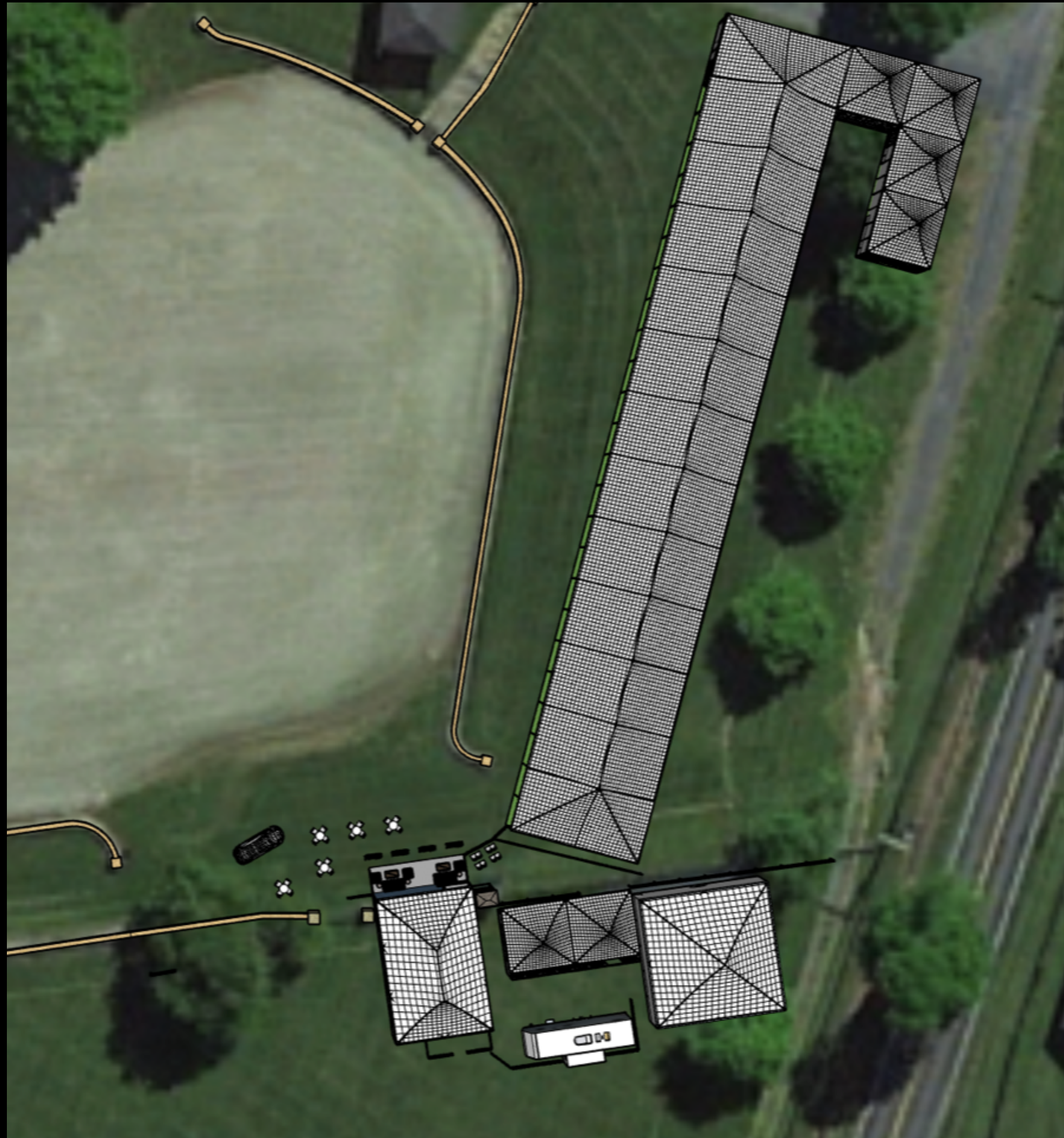


40 x 40 BAR & LOUNGE

Shown is a 40 x 40 tent with sides, white perimeter fencing, and a range of decor and room sets. Larger set ups can also be designed and deployed.



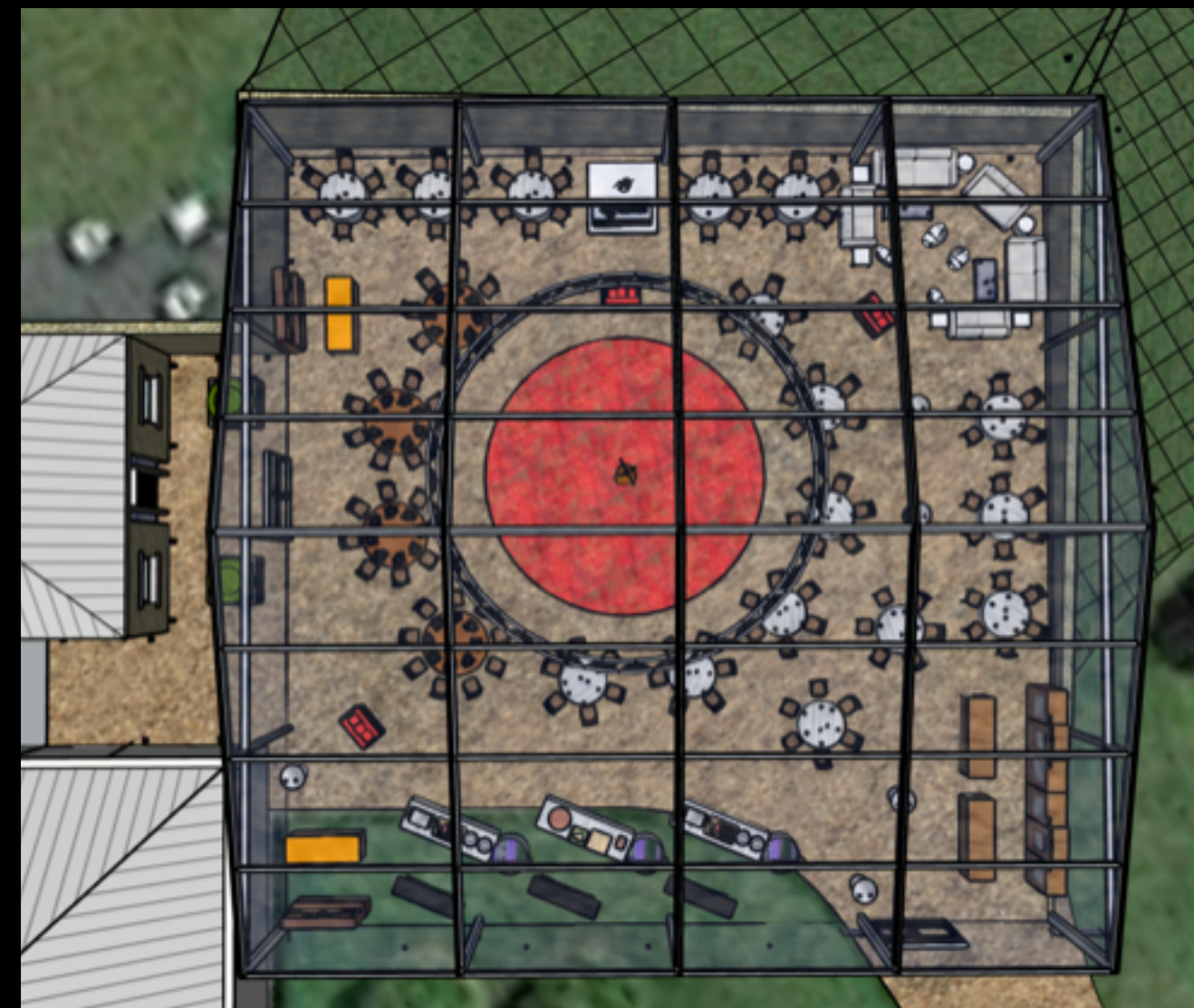
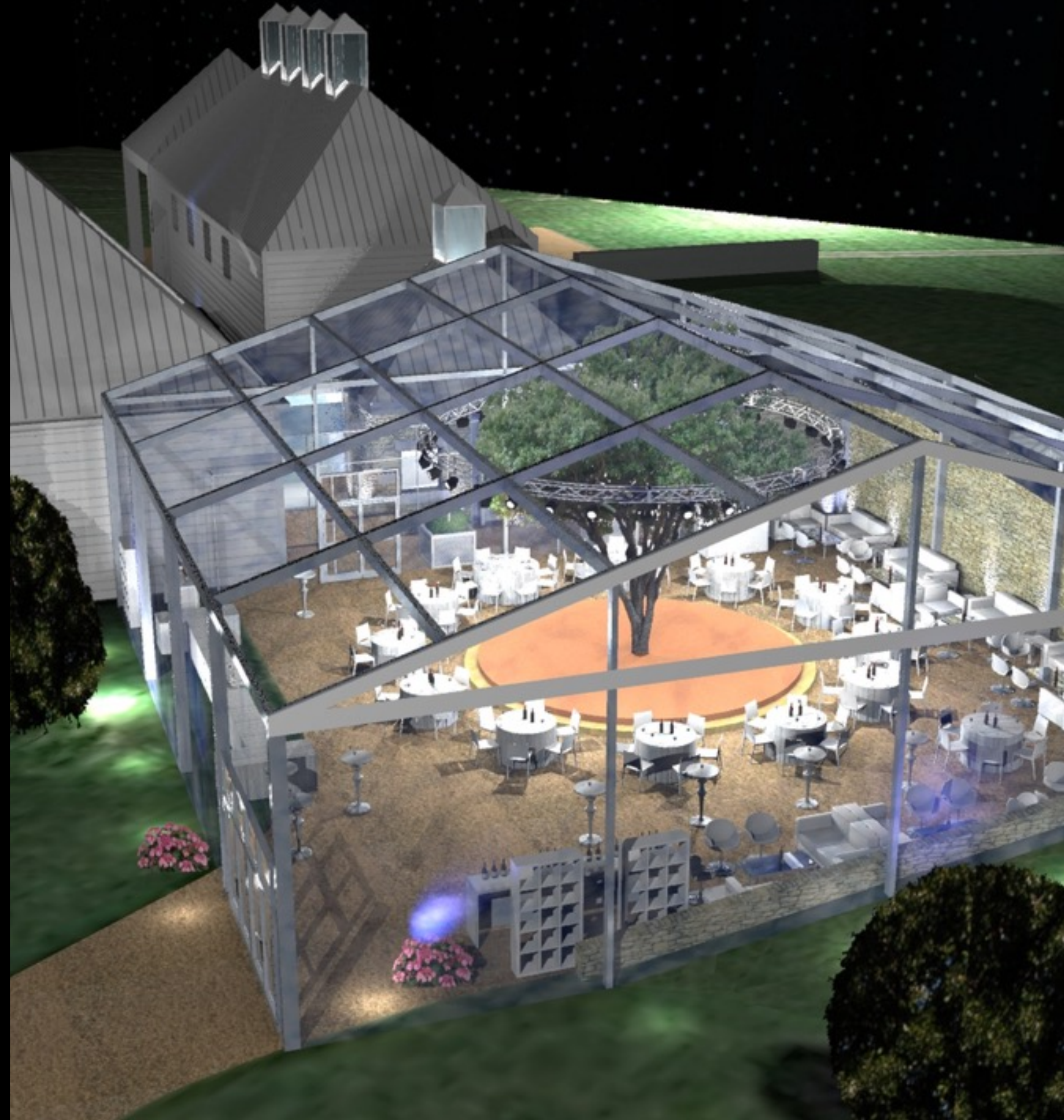
30 x 45 VIP BERM POSITION



30 x 45 VIP BERM POSITION



60 x 60 CLEAR @ 28 FEET — CUSTOM BUILD



20 x 60 ARENA OVERLOOK

Arena Overlook perfect for extended season entertainment in all weather arenas

