



# OUTFOUND

**HOOD RIVER, OREGON**

June 9-11, 2017

# The **OUTFOUND** Experience

OUTFOUND's goal is to create a unique meeting place for outdoor enthusiasts with the ambition of offering the ideal platform to spark outdoor innovation.



# What is **OUTFOUND**?

OUTFOUND is a **3 day sports & outdoor innovation festival** which includes:



## **TALKS**

A speaker series of outdoor leaders and experts who inspire and share their ideas



## **OUTFOUNDER**

A start up competition for up and coming products and services with an interactive panel of judges



## **SPORTS ACTIVITIES**

Over 30 sports activities and games available on site for attendees



## **EXPO**

An outdoor innovation consumer show for sports, tech, lifestyle and wellness companies



**OUTDOOR FESTIVAL** - Film series, product demos, workshops, food, and more adventure.

# OUTFOUND by the Numbers

**3**

**Days**



**30+**

**Acres  
Venue**



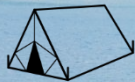
**5000+**

**Attendees**



**4**

**Outdoor  
Stages**



**50+**

**Activities**



**30+**

**Sports  
Activites**



**16**

**Speakers**



**30**

**Startup  
Competitors**



**70+**

**Exhibitors**

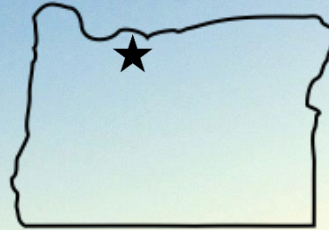
# Who is Attending?

The only event of it's kind, made for outdoor innovators



# The Location

## WHY HOOD RIVER, OREGON?



**Outdoors Sports Mecca**



**1 Hour from Portland, OR**



**Booming Summer Economy**

<b>KEY TARGET AGE GROUPS</b>	<b>17%</b>	<b>27%</b>	<b>33%</b>	<b>23%</b>
	18-24	25-34	35-44	45-54

## TARGET MARKETS

**3000+**

Portland, OR

**1000+**

Seattle, WA

**600+**

Hood River County, OR

**500+**

Other (OR, WA, CA, BC, etc.)

***“The Aspen of  
the West”***

# Sponsorship Options

OUTFOUND

## ✓ Sponsorship Overview

### TALKS/INCUBATOR

- Leading outdoor experts presentation on stage
- Startup competition

### EXPO

- Indoor banners
- Tent signage, flooring signage
- Product demos/ giveaways

### CAMPING

- Fully immersed outdoor campground
- Glamping/ VIP tent options

### TRANSPORTATION

- Long-distance shuttles
- On-site shuttles

### SUSTAINABILITY

- Recycling program
- Zero plastic movement
- Social Responsibility

### SPORTS

- Kitesurf, SUP, Mountain Bike areas
- Sports activities gear

### MUSIC/ FILMS

- Outdoor film screen + seating
- Music performances +stage

### BEVERAGE

- Athletic beverage sponsor
- Alcohol beverage sponsor



## Experiential Opportunities

### Customized Build-outs

Build memorable event structures together (sport activity structures, tents, outdoor lounge areas, demo spaces, stages, charging stations, etc.)

### Art installations

Experiential outdoor installations add an interactive touch to the event

### Workshops

Outdoor driven workshops catered to attendees on sign up basis (sports, wellness, outdoor technology, etc.)

### VIP Experiences

VIP catered activities and exposure

### Local Food/ Drink vendors

Local food leaders show off their skills

## ▶ Media Opportunities

### PRE-EVENT

- Posters/ Flyers
- Logo on website
- Inclusion in festival e-blast

### DURING OUTFOUND

- Onsite signage
- Stages
- VIP Networking meet and greet
- Product distribution

### AFTER EVENT

- Festival recap video (Youtube, etc.)
- Social media engagement

# Mock Daily Schedule

MOCK SCHEDULE											
	EXPO	EXPO DEMOS	SPORTS ACTIVITIES	STARTUP COMPETITION	SPEAKER SERIES	WORKSHOPS	FILM SERIES	NETWORKING/ VIP DINNER	MUSIC PERFORMANCES		
9:00	EXPO 9AM-6PM	EXPO DEMOS 10AM-6PM	SPORTS ACTIVITIES 9AM-6PM								
9:30											
10:00								WORKSHOPS			
10:30											
11:00											
11:30								OUTFOUN TALKS			
12:00											
12:30											
1:00											NETWORKING LUNCH HOUR
1:30											
2:00											
2:30											
3:00						WORKSHOPS					
3:30											
4:00											
4:30				START COMP 1ST ROUND				NETWORKING HAPPY HOUR			
5:00											
5:30											
6:00											
6:30											
7:00											
7:30											
8:00								VIP DINNER			
8:30											
9:00							FILM SERIES				
9:30											
10:00											
									MUSIC PERFORMANCES		





# THE **ACTIVITIES**

# OUTFOUNDTalks

Speakers give a series of 10 minute lectures and presentations:



**Cedar Wright**, Professional Nat Geo climber



**Sally Bergesen**, Founder of Oiselle



**Bill Worthington**, Founder of Olukai



**Alison Vercruyse**, Founder of 18 Rabbits



**Rob Little**, Founder of Cairn



**Rex Burkholder**, Founder of Oregon Outdoor Education Coalition



**Bryan Pape**, Founder of Miir Bottles



**Joe Desena**, Founder of Spartan Race



**Damien LeRoy**, Professional Kiteboarder and waterman



**Kevin Rutherford**, CEO of Nuun



**Mark Healey**, Big wave surfer, spear fisherman and conservationist



**Boone Speed**, Outdoor photographer

## OUTDOOR-DRIVEN STARTUP BUSINESS PLAN COMPETITION

In partnership with **BOW**  
BEND OUTDOOR WORX



**25** startups



**6** minutes each



**Multiple** winners

Outdoor-driven startups go face to face in a business plan competition

A panel of judges led by entrepreneurs, VC's and industry experts will choose the winners

**OUTDOOR & SPORTS  
GEAR**

**OUTDOOR TECH AND  
SERVICES**

**CONSERVATION, OUTDOOR  
TRAVEL AND SERVICES**

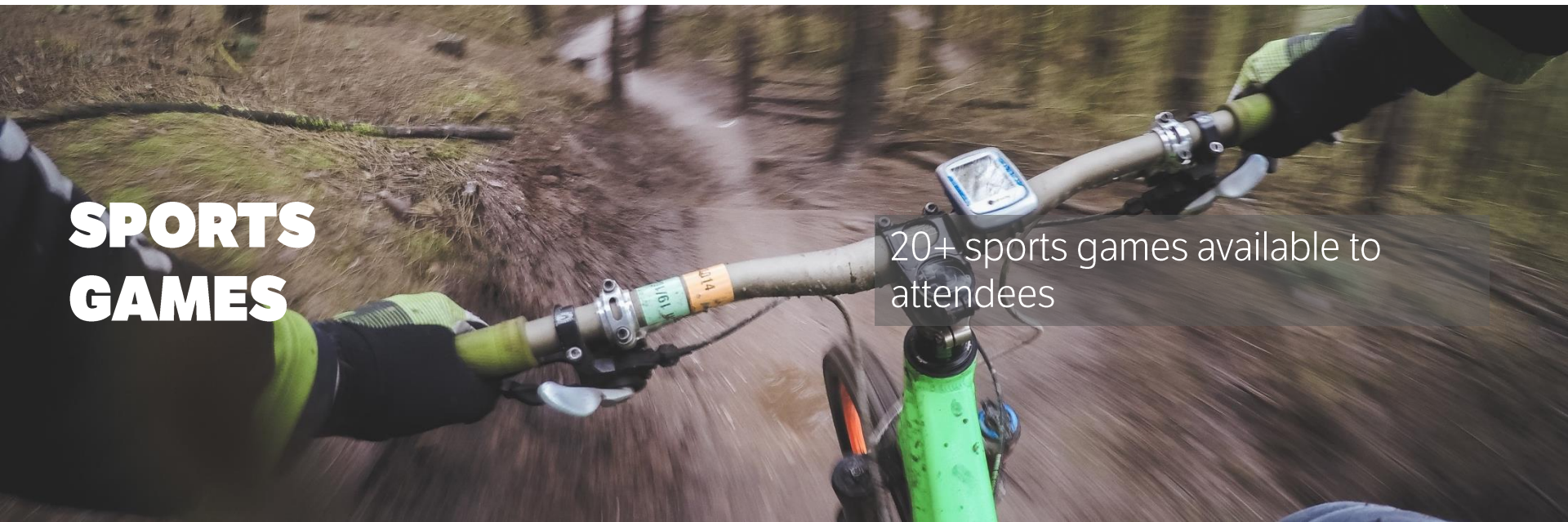


# Sports Activities



OVER 30 SPORTS AVAILABLE ON-SITE

**SPORTS  
ACTIVITIES**



**SPORTS  
GAMES**

20+ sports games available to attendees

# OUTFOUNDED Expo

## Sports and Outdoor Innovation Expo

We host companies in the following areas:



SURF



SKATE



WAKE



PADDLE  
SPORTS



WIND



BIKE



LAND



YOGA



TECH



LIFESTYLE



HEALTH



TRAVEL



NATURE



NON  
PROFIT

- ✓ Fully customizable spaces in large outdoor tent
- ✓ Focus on innovative brands



# Night time entertainment

## FILM SERIES

Groundbreaking documentary films covering outdoors related subjects, adventure stories and conservation

Nightly music performances by leading indie bands

## MUSIC BASH

# Food offerings



Food trucks... modern and  
delicious fare ...  
100% fresh and organic

# FOOD FEST

# Camping / Lodging

**Glamping** tent options

**Car camping** options

**Regular camping** options)

We will be partnering with local hotels to offer attendees neighboring hotel options.





# Amenities



Food provided by food trucks for those looking for a meal on-site



Shared workspace tent with wireless access



On-site showers for those who want to wash on site



Private lockers for attendees to keep belongings



Regular shuttles from event location to nearest town and airport



24 hour security around event space

# Giving back

OUTFOUND aims to build an outdoors conscious community that gathers to discuss real world outdoors related issues and finds innovative ways to tackle them.

## What we stand for:

- *Respect your environment: Leave zero footprint behind*
- *Foster a thriving local outdoor community*
- *Happiness does not result from what we get, but from what we give*
- *Be the change*



# Our Team



Antonio Aransaenz is OUTFOUND Series' founder and an outdoors addict. Through his personal passion for sports, he came up with the idea of OUTFOUND to create a dynamic environment in which people could share their passion and ideas around the outdoors but also contribute directly to the growth of the activities they love. Previously, he co-founded Ekimetrics USA, the US branch of a French strategic data consultancy with over \$15 million in annual revenues. He is a senior advisor to 90s Fest, a music festival in New York City. Antonio holds a Bachelor's Degree from Middlebury College.



Drew Neumann is a co-founder of OUTFOUND Series and is an avid adventure seeker. Prior to developing OutFound, he was an Events and Marketing Coordinator for JanSport, a division of VF imagewear where he developed a strong skillset for building brand awareness and executing cutting edge events. Drew is also an advisor and contributor to 90's Fest held in NYC. Additionally, he and his wife created MrandMrsAdventure.com where they share their travels and inspire others to push their boundaries and explore the unknown. Drew holds a Bachelor's in Business from the University of Florida.



Mike Brant is the founder and CEO of Mile Zero, Inc., an event and sponsorship solutions agency. Prior to starting Mile Zero, he has sold sponsorships for minor league and professional sports and Firefly Music Festival, the country's largest 4-day music festival. In his free time, he is an avid outdoorsman and loves to fish. Mike holds a Bachelor's and Master's Degree from Illinois State University.

# Contact Us

## We hope to see you at the event!

For sponsorship enquiries please contact:

[Mike Brant](#)

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For general questions, please contact us at:

[info@outfoundseries.com](mailto:info@outfoundseries.com)

[www.outfoundseries.com](http://www.outfoundseries.com)

