

A grayscale background image of a Chicago skyline featuring the Chicago River, the Trump Tower, and other skyscrapers. A yellow boat is visible on the river.

# MILE zero inc

**CAPABILITIES DECK**



A large crowd of people is seen from behind, looking towards a massive stage structure at night. The stage is covered in scaffolding and has several bright lights and pyrotechnics going off, creating a large fireball at the top. The crowd is cheering and raising their hands. The text "OUR AGENCY" is overlaid in the center.

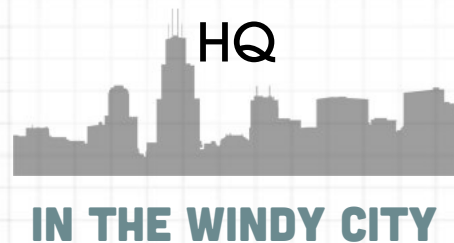
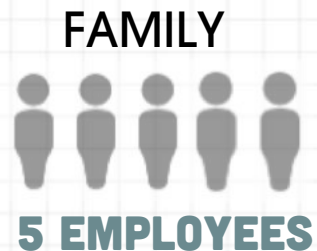
# OUR AGENCY

## WE ARE **TIRELESS GRINDERS**

At Mile Zero, we are a full-scope event sponsorship agency that has sold in and activated some of the most successful brand sponsorships for our partners. Our team has helped produce and execute flawless and unforgettable events. We have seen a lot and accomplished even more.

## OUR APPROACH

Our team has been involved in the event industry for over 15 years collectively. We have an ongoing passion for producing events and attending events. We never stop honing our craft and this shows through in everything we do. We have one common goal that we all share at Mile Zero - making sure we do what is best for our clients.





A large crowd of people is seen from behind, looking towards a massive stage structure at night. The stage is covered in scaffolding and is illuminated with bright blue and white lights. Several pyrotechnic flares are visible on the stage, creating a dramatic effect. The crowd is dense, and many people have their arms raised in the air. The overall atmosphere is one of a high-energy music festival or concert.

# MEET MILE ZERO



**FOUNDER AND CEO**  
**MIKE BRANT**



**SPONSORSHIP SALES MANAGER**  
**MATT BRANT**



**MARKETING  
AND  
ACTIVATION COORDINATOR**  
**MEGAN BRANT**



A large crowd of people is seen from behind, looking towards a stage structure at night. The stage structure is made of scaffolding and is covered in flames, with bright fire visible on the right side. The crowd is dense, and many people have their arms raised. The scene is illuminated by stage lights and the fire, creating a high-contrast, energetic atmosphere. The text "AREAS OF EXPERTISE" is overlaid in the center in a bold, black, sans-serif font.

# AREAS OF EXPERTISE



## SPONSORSHIP PROCUREMENT

Our team will oversee the entire process from start to finish; including lead generation, direct outreach, new business sales, fulfillment/retention, proposal creation, revenue generation



## EVENT LOGISTICS

Often times these are some of the biggest pieces of an event that go overlooked. We can share our expertise in festival layout and design, parking and traffic plans, shuttle programs, event touring, trucking and shipping logistics



## EVENT MARKETING

Our team has been a part of some wildly successful events and sponsorship activations. We can help with overall event creation, on-site activation, brand strategy, advertising, media and social solutions



## VENUE MANAGEMENT

Finding and securing the right venue for an event is number one. Our team can help with sourcing, venue searching, negotiation support, bidding and relationship management



## SALES TRAINING AND SPONSORSHIP CONSULTING

Need help building your existing sales team or sponsorship business? Our team can help with sponsorship deck building/design consulting, sales team training, one-on-one trainings, sponsorship valuation and best practices, building a sales team



## EVENT MANAGEMENT

Yes we are sales people. But at our core we are event fanatics. Our team can help with event ideation and creation, logo and branding, event production, execution and operations consulting



## VIP HOSPITALITY

VIP program creation, management, sales, concierge, and consulting



## SOCIAL MEDIA

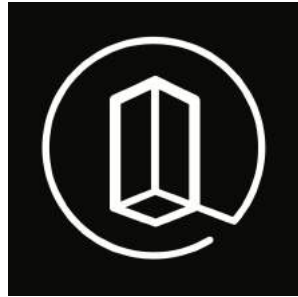
In today's day and age, social media is a crucial part to engage and build another branch of your business. Our team understands what is important here and can help build your presence on social media platforms.



A large crowd of people is seen from behind, looking towards a massive stage structure at night. The stage is covered in scaffolding and is illuminated with bright lights. Pyrotechnics are going off on the stage, creating a large amount of light and smoke. The crowd is cheering and has their hands raised in the air. The overall atmosphere is one of a high-energy concert or festival.

# OUR EXPERIENCE









CINNAMON WHISKY

Red Bull



5-hour ENERGY



WORLD FAMOUS  
DR. MCGILlicuddy's  
SHOOTING STRAIGHT SINCE 1865.

TOMS



GARNIER  
FRUCTIS

BAREFOOT  
WINE



WAHL  
HOME PRODUCTS



CAMELBAK

ALEX AND ANI

Ketel One  
VODKA

HENDRICK'S  
GIN



MONSTER  
ENERGY

logic.



Budweiser

MillerCoors

KEVITA

pepsi

HARIBO



TOYOTA

HEINEKEN

fye

GEICO

Tito's

Johnsonville



Vermont's Finest

STARBUCKS  
frappuccino  
chilled coffee drink



Handmade  
VODKA  
AUSTIN ★ TEXAS



Yuengling  
AMERICA'S OLDEST BREWERY.

Cupcake  
VINEYARDS

JACK DANIEL'S  
OLD TIME  
Old No. 7  
BRAND

BEN & JERRY'S

vibron

TEQUILA  
PATRÓN



BRIDGESTONE





## OUR CLIENT'S CHALLENGE

Downtown Denver Partnership, who produces A Taste of Colorado, was entering into a milestone year for the festival, its 35<sup>th</sup> year in operation. DDP reached out to Mile Zero to help with overhauling their entire festival sponsorship business. DDP was looking for an agency with experience in the music festival and live event space to maximize their existing relationships, sell in new sponsorship deals and oversee activating these sponsorships on-site during the festival.

## ACTION WE TOOK

MZ put together a sales team to handle the needs of the festival and worked with the DDP team to take over all sponsorship conversations. MZ utilized its knowledge of the industry to help create more value for existing partners and opened up its book of business to bring on new partners for 2018. In 2018, MZ increased sponsorship sales from the past year by almost 200%

## MOVING FORWARD

MZ now represents all Downtown Denver Partnership events in a sales and activation capacity in order to help grow sponsorship revenue across all DDP events and festivals.







## OUR CLIENT'S CHALLENGE

A Taste of Colorado had never fully maximized a lounge for partners and guests of the festival and asked the MZ team for guidance with the Backstage Lounge

## ACTION WE TOOK

MZ took our festival experience and “sponsored” the Mile Zero Backstage Lounge. Our goal was to enhance this space with free food, drinks, furniture and outdoor games to make partners, friends and guests of the festival feel first-class. This space had a side-stage viewing access, and allowed people to step away from the 500,000 attendees of the festival and be in an all access area. The space overall allowed people to embrace a whole new experience and was a complete success.

## MOVING FORWARD

The Mile Zero Backstage Lounge will now become a sellable asset in the overall Taste of Colorado sponsorship arsenal and will be a new area of created revenue for the festival.







Ⓢ "the life backstage"

### OUR CLIENT'S CHALLENGE

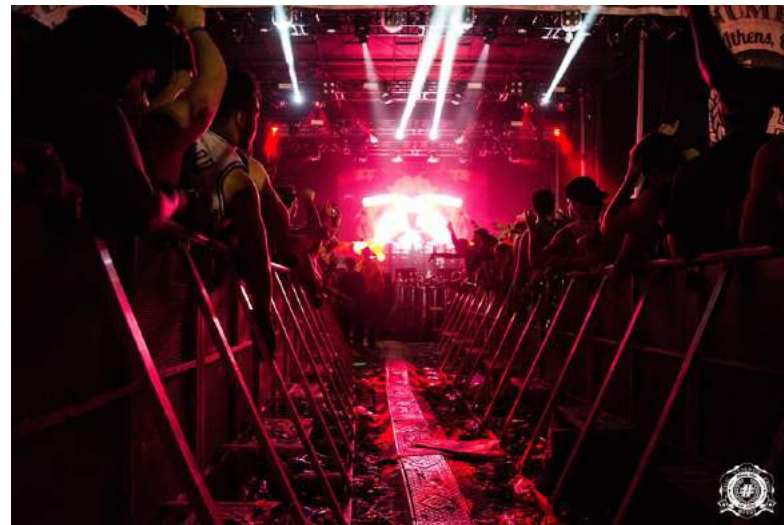
After hiring a previous sales agency on retainer that produced no results in 6 months of representing PSG, MZ was tasked with completely revamping the sponsorship arm of PSG and building an additional untapped revenue stream. We brought our festival sponsorship expertise to the table and in the first two weeks, MZ closed a deal worth \$16k for two PSG festivals.

### ACTION WE TOOK

MZ completely redesigned and built the 2016 and 2017 PSG festival sponsorship kits; MZ built out sponsorship proposal templates, helped rework sponsorship agreements and created invoices. MZ sent a Project Manager to activate and execute sponsorships on-site at Number Fest , Breakaway Music Festival and Country Night Lights Music Festival.

### MOVING FORWARD

During the tenure, MZ actively closed multiple deals across all PSG properties with revenues surpassing six figures each year.





# CONTACT US

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