LIQUID blue events

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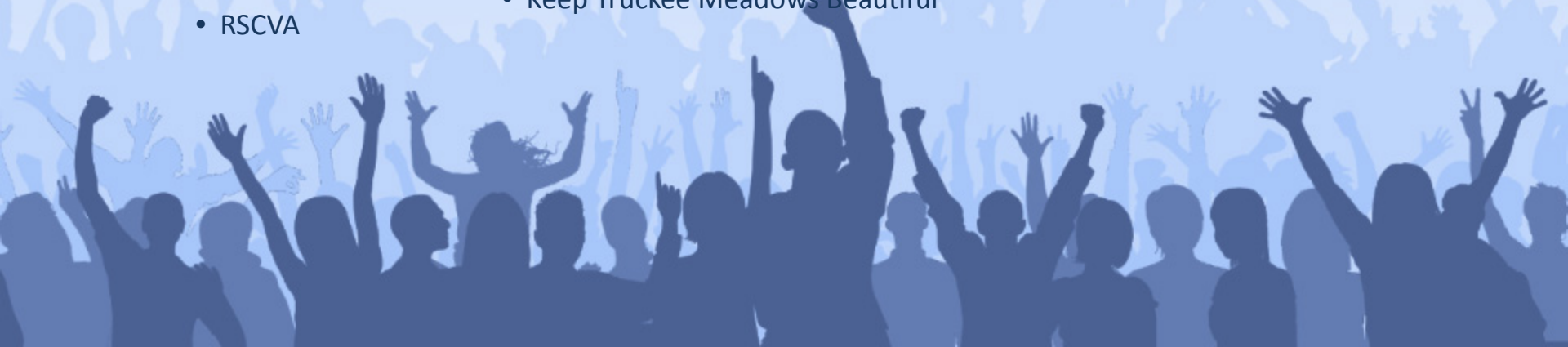
Who We Are

- Established in 2007
- Largest event firm in the area
- Currently produce more than 20 major events in the region
- Annual attendance is more than 120,000 with 100+ paid sponsors
- Work with many local organizations, some of which include:
  - VCTC
  - City of Reno
  - City of Sparks
  - RSCVA
  - North Lake Tahoe
  - Boys and Girls Club of Northern Nevada
  - Tahoe Yacht Club Foundation
  - Keep Truckee Meadows Beautiful



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What We Do

We handle every aspect of event planning which includes the following:

- Budget Management
- Logistics
- Staffing
- Marketing
- Public Relations
- Branding
- Graphic Design
- Website Development
- Event Layout
- Ticketing
- Creative Planning
- Entertainment
- Sponsorship / Vendor Development

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Our Events

Each event we produce is dramatically different in target demographics and geographic areas.

With each of our clients we serve different rolls dependant on event needs and goals in which we report to individuals, board of directors, city officials, community members or non-profit groups.

We started and own several events outright.

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Our Key Events

reno RIVERFESTIVAL

The Reno River Festival

Attendance – 45,000 – 50,000

Roll: Owned

One of Northern Nevada's "Iconic" events and one of the region's largest

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Our Key Events

NIGHT IN THE COUNTRY
JULY 25 - 27, 2019
PRESENTED BY NORTHERN NEVADA TOYOTA DEALERS

Night in The Country Music Festival

Attendance – 25,000

Roll: Marketing and Event Advisors

Country Music Festival in Yerington Nevada – Largest in Northern Nevada

Our Key Events

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The Lake Tahoe *Concours d'Elegance*

Attendance – 7,000

Roll: Everything

North America's Premier Wooden Boat Show

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Our Key Events

Coors LIGHT BONEYARD

THE GREATEST SOFTBALL EVENT ON THE PLANET

ALL NIGHT COURTESY. ALL NIGHT EVERYTHING.

★ ALL WORLD SPORTS ★

The Coors Light 48hr Boneyard Blast

Attendance – 12,000 – 155 Teams

Roll: Owned

Top 3 Largest Adult Softball Events in the Country

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STEP BACK IN TIME Virginia City NEVADA EST. 1859

Our Specific Roll:

- Solicit Sponsors, Vendors & Event Partners
- Develop tiered sponsorship and vendor programs for each event and manage sponsorship / vendor fulfillment
- Solicit all ticket locations, saloon crawl participants and local partnerships
- Responsible for management of all aspects of budgeting, expenses, revenue and reporting for each event
- Work with VCTC on all permits and applications as it pertains to each event
- Manage all event layout and décor
- Responsible for invoicing / billing and collecting fees in association with sponsorship, ticket sales, silent auction etc. with all revenues directed to and /or given to VCTC for deposit.

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STEP BACK IN TIME Virginia City NEVADA EST. 1859

Our Specific Roll (cont.):

- Schedule all entertainment and hired event staff
- Manage all event volunteers
- Solicit, secure and fulfill any VCTC event silent auction/raffle needs
- Rent, manage and maintain storage space, in Reno, for all things related to designated events
- Work with RAD Strategies on any recommended paid media for each event
- Promote the VisitVirginiaCityNV.com website as driving force behind ticket sales and participant registration through RAD Strategies' PR, Social Media and marketing efforts

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STEP BACK IN TIME Virginia City NEVADA EST. 1859

2013 Virginia City Event List

1. Rocky Mountain Oyster Fry
2. Chili on the Comstock
3. Americana Music Festival
4. International Camel & Ostrich Races
5. World Championship Outhouse Races
6. Christmas on the Comstock

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Step Back In Time Virginia City Nevada Est. 1859

2018 Virginia City Event List

1. Father Daughter Day & Dance
2. Devil Made Me Do It Saloon Crawl
3. Rocky Mountain Oyster Fry
4. Ball Breaker Saloon Crawl
5. Chili on the Comstock,
6. Fireball Saloon Crawl
7. Fun with the Runs 5k
8. Taste of the Comstock, Whiskey & Cigar Tasting & Single Jack Mining
9. Cowgirl Saloon Crawl
10. VC Rodeo and Fiesta Del Charro
11. International Camel & Ostrich Races
12. World Championship Outhouse Races
13. Redrun (We Own)
14. Grinch Made Me Do It Saloon Crawl
15. Christmas on the Comstock

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Step Back In Time Virginia City Nevada Est. 1859

Event Growth

Father Daughter Day & Dance

2015 - Revenue $2,324 Expense $4,334

Now - Revenue $11,600 Expense $7,575

Rocky Mountain Oyster Fry

2013 - Revenue $28,400 Expense $20,600

Now – Revenue $45,900 Expense $32,500

Chili on Comstock

2013 - Revenue $34,000 Expense $39,900

Now - Revenue $48,300 Expense $28,700

International Camel & Ostrich Races

2012 - Revenue $90,400 Expense $88,400

Now – Revenue $188,900 Expense $129,400