

A LEAGUE OF THEIR OWN



FEATURED LEADER

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Real Experience.

TELL US ABOUT YOUR COMPANY AND YOUR EXPERTISE IN SPORTS MARKETING AND ACTIVATIONS?

We got our start in the action sports world supporting Red Bull when they first started activating in North America 20 years ago. Twenty years later, we're still delivering programs for Red Bull, but we've added more fantastic clients who trust us to develop their sports activation strategy, create engaging B2C and B2B programs, and execute those programs on the biggest stages in sport.

WHAT ARE SOME OF YOUR UNIQUE SKILLS AND OFFERINGS?

One, we're incredibly proud of our diversity and inclusiveness. In addition to our team being 70% female, we are very much a reflection of the cultural melting pot that is Los Angeles. This allows us to bring diverse and culturally relevant thinking to the table when presented with challenges by our clients. Two, with our roots in action sports and the "be core" mentality that came with it, we like to bring a different perspective and unique elements to activations through grassroots influencers, street artists, tattoo artists, emerging creators and more. Things not always seen within a "sports" activation. Three, we are just the right size. Being independently owned and 40 people strong, we're small enough to be nimble and responsive to our clients' needs, but, we're also large enough to support programs at scale anywhere across the country.

NIMBLE AND RESPONSIVE IS KEY IN THE EVENT WORLD, DO YOU HAVE AN EXAMPLE OF DELIVERING A QUICK RESPONSE SOLUTION TO A CLIENT FACED WITH A DAUNTING CHALLENGE?

Absolutely. One year due to circumstances beyond our control, the local hotel we were utilizing to house guests of a global sports activation for our client, cancelled an agreement to provide rooms. This happened 10 days before the event and we had people flying in from all over the world. Other hotel rooms were going for 4x their normal rates and there was limited inventory. Our solution? We rented the local County Fairgrounds, brought in 75 RV's, personalized each one, including monogrammed cotton robes, matching slippers and maid service, and turned the area into a mini-resort. We brought in an above-ground pool and converted the petting barn into a

nightclub with a live music stage, DJ booth, lighting, bars, lounge seating, poker tables, arcade games and a quesadilla station. All of this was designed, permitted, sourced, installed and staffed in 9 days! It was such a success that it was repeated the following year by design. If you attended that first Red Bull US MotoGP and had the privilege of staying at the RB Park, then you know what we mean.

GIVE US A TASTE OF YOUR PORTFOLIO AND WHAT ARE SOME RECENT SPORTS ACTIVATIONS YOU'RE PARTICULARLY PROUD OF?

We've got some great programs highlighted on our website (www.becore.com), but if we were to single any recent activations out, we'd probably highlight work we've done around recent pillar sporting events. For Super Bowl LIII, we created a 4D experience to help fans appreciate how CBS Sports Network really puts you in the game. In their footprint at the Super Bowl Experience we allowed fans to virtually skydive into Mercedes Benz Stadium and deliver the game ball to the referee. At this past MLB All-Star Game in Cleveland, the MLB Players Association engaged us to create a VIP space for players, alumni, agents, and MLBPA business partners. The result was the "Players House," a 3-day experience with meeting space, premium f&b, massages, air brushed t-shirts, gaming stations, displays of official ASC apparel, and nightly DJ's. The "Players House" became a hub for industry VIP's, and we'll be doing it again for MLBPA at the 2020 MLB All-Star Game in Los Angeles. Speaking of Los Angeles, we're excited for all of the sports events ahead, from MLB and MLS All-Star Games, to the Super Bowl and CFP, World Cup and Olympics. We look forward to helping brands connect with fans right here in our backyard!