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CAMPAIGN: RENDEZVOUS SPRING FESTIVAL
CLIENT: JACKSON HOLE MOUNTAIN RESORT
AGENCY: G7 ENTERTAINMENT MARKETING

Jackson Hole Mountain Resort tapped G7 to book and produce its annual Rendezvous Spring Festival, a free two-day music festival that took place April 1-2 in Jackson Hole, WY. After a hiatus due to the pandemic, G7 and JHMR worked together to create a return to Rendezvous plan that would help usher in visitors and excite locals who were anxious for the event to return.

Rendezvous Spring Festival required producing two concerts with multiple acts in two different mountain locations. To do so, G7 created and managed a holistic festival strategy inclusive of site planning, operations, logistics, talent booking, production, vendor procurement, sponsor management, ticketing, and onsite programming.

To announce the event, G7's digital team developed an integrated marketing campaign that leveraged artist and partner channels to unveil the new Rendezvous look and feel and drive excitement around this year's talent line-up and VIP offerings. The campaign was optimized throughout the promotional period to engage fans and create anticipation ahead of the event.

Knowing that today's consumers crave community and experiences more than ever before, G7 worked with Jackson Hole Mountain Resort to design a festival landscape that was home to various sponsor activations including Coca-Cola, Red Bull, White Claw, SmartWool, Nature Valley, GoPro, Netjets, and Jeep among others. This curated consumer journey was infused with Jackson Hole's western spirit and kept the heart of the community and sustainability in mind. These experiences helped create brand love for festival partners and keep guests entertained throughout the event.



A meticulous operations plan ensured safety, security and ease of transportation for festival guests, partners and talent. VIP areas offered specialty viewing and an array of food and beverages from local vendors and festival partners. These offerings helped drive revenue for the festival and create a premium experience for guests.

At the center of the events, a massive stage production was home to headline talent including Fitz and The Tantrums and Grammy-winning blues/rock heroes Ben Harper & The Innocent Criminals who shined at the foot of the iconic Teton Mountain range. Additional festival performers including Cold War Kids, Brett Dennen, and The Wailers kept fans dancing throughout the weekend. Rendezvous welcomed over 8,000 attendees, many who are already looking ahead to the return of the highly coveted event in 2023.

Whether altitude is a factor or not, G7 helps create unforgettable experiences that bridge the connection for brands and fans through the power of music and live events. If there's ever a time to play in the mountains, Rendezvous is it.

