



outdoor project
Block Party Festivals 2019

Outdoor Project is the fastest growing and most engaged online community for outdoor recreation and adventure travel. Our website makes it easy to Find Your Adventure – almost 8,000 Adventure Guides featuring 17 types of human-powered activities (hiking, kayaking, mountain biking, etc.), campgrounds, and unique outdoor-minded lodging.


Mission

We believe that engaging in outdoor experiences fuels a greater passion to learn about and protect our natural surroundings. In addition to operating as a media publisher, we also proudly run as a 501(c)(3) nonprofit. As such, we create enriching outdoor educational content, and financially support and promote the work of other non-profit groups already doing great work in the areas of environmental conservation, outdoor education, and access to the outdoors.

Audience

Our audience is young, active, social, and influential. They're environmentally conscious, progressively minded, enjoy outdoor adventure, travel, and they shop for quality and value.



 Outdoor Project Contributor Fernando Boza


Bringing Outdoor Communities Together

Music. Food. Local flavor. The great outdoors. The Outdoor Project Block Party Festivals bring together brands, retailers, organizations, nonprofits, and most importantly, the local communities of people who love them.

Our Block Party Festivals create the ultimate experience for outdoor enthusiasts to connect with one another and for brands to establish relationships within that community. Each event incorporates music, entertainment, food and fun to celebrate the outdoors.

In each city, we partner with a local brewery and a local nonprofit to host a one-day spectacular party that everyone remembers for years to come.



 Denver Block Party Festival

Philanthropy

Outdoor Project is a mission-driven organization that cares passionately about the environment and the public's ability to enjoy the outdoors.

Each Block Party Festival also serves as a fundraiser for one local nonprofit. Outdoor Project donates the proceeds from custom pint glass sales, and the brewery partner donates 10% of the day's beer sales. All vendors are encouraged to be a part of the fundraising efforts, as well.

Partners have included:

- 1% for the Planet
- Adventures Without Limits
- Big City Mountaineers
- Denver Mountain Parks Foundation
- Environmental Learning for Kids
- Explore Austin
- First Descents
- Friends of Outdoor School
- Lowcountry Land Trust
- North Shore Rescue
- Oregon Natural Desert Association
- Save Our Canyons
- SheJumps
- Wildcoast
- Wild Salmon Center
- Utah Open Lands



📷 Charleston Block Party Festival

Stats + Competition

1.1 Million

Peak Monthly Unique Visitors

15 Million

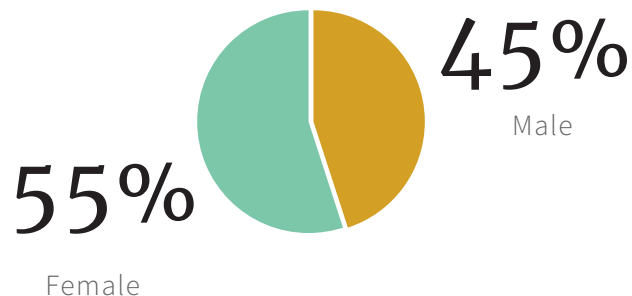
Peak Monthly Pageviews

Demographics

75%

of visitors are

18-44



Social Reach

629,000

Facebook Followers

120,000

Instagram Followers

269,000

Newsletter Subscribers

Number 1 Among Our Competitors

GEAR PATROL

SHAPE

Climbing

MATADOR
network

MEN'S JOURNAL

NATIONAL
GEOGRAPHIC

BACKPACKER

THE OUTBOUND
COLLECTIVE

GEARJUNKIE

Women'sHealth

POWDER
THE SKIERS' MAGAZINE

Men'sHealth

Outside

Teton
GRAVITY RESEARCH

lonely planet

3:10

Average Visit Duration

9

Pageviews per Visit

35%

Lowest Bounce Rate

\$110,000

Household Income

2019 Dates + Locations



April 27 : Charleston

Tradesman Brewing Company
Nonprofit Partner TBD

May 18 : Austin

Hops & Grain Brewing
Nonprofit Partner TBD

June 22 : Portland

Ecliptic Brewing
Nonprofit Partner TBD

July 13 : Denver

Denver Beer Co
Nonprofit Partner TBD

August 17 : Minneapolis

Bauhaus Brew Labs
Nonprofit Partner TBD

September 21 : Salt Lake City

Uinta Brewing Co
Nonprofit Partner TBD



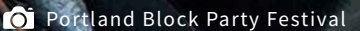
 Portland Block Party Festival

What happens at a Block Party Festival?

Activation

- Live Music
- Gear Demos
- Food + Beer
- Games
- Sponsor Booths
- Giveaways + Raffles
- Stage Announcements
- Inspiring Education
- Local Nonprofit Fundraiser
- + Much More!



 Portland Block Party Festival

Exhibitor Participation

Outdoor Project has built the Block Party Festivals to be as accessible and attractive for as many partners as possible. Our goal is to be able to provide a variety of ways for partners to be involved at their event.

Exhibitor level, our entry level participation, is the foundational level that brings your brand to our event. Whether your business is well established or a new name on the block, this level is designed to boost your brand and build new relationships with your consumers!

Exhibitor Participation Includes:

- 10 x 10 activation booth space
- Brand engagement + interaction with attendees
- Customizable event activation
- Opportunity for brand ambassadors
- Opportunity to participate in event giveaway
- Opportunity for product sales on site
- Inclusion in Outdoor Project online + social media promotion



Sponsor + Exhibitor Participation

For those brands looking for a more complete presence at any Outdoor Project Block Party Festival, Sponsor + Exhibitor Participation may be just the right choice. This level will provide your brand with high exposure across the event, and you will be embedded in the festival through promotion.

Sponsor + Exhibitor Participation Includes:

- 10 x 10 activation booth space
- Brand engagement + interaction with attendees
- Customizable event activation
- Opportunity for brand ambassadors
- Opportunity to participate in event giveaway
- Opportunity for product sales on site
- Inclusion in Outdoor Project online + social media promotion

PLUS

- Dedicated online + social media promotion
- Individual opportunities for promotion



Title Sponsor

Title Sponsorship provides maximum activation, brand engagement, and presence throughout the Outdoor Project Block Party Festivals. From booth location to on-site shout-outs, Title Sponsorship means you will have outstanding opportunities to amplify your product and communicate your message.

Sponsorship Includes:

- 10 x 20 activation booth space
- Brand engagement + interaction with attendees
- Customizable event activation
- Opportunity for brand ambassadors
- Opportunity to participate in event giveaway
- Opportunity for product sales on site
- Inclusion in Outdoor Project online + social media promotion

PLUS

- On-site stage announcement(s)
- Dedicated online + social media promotion
- Individual opportunities for promotion



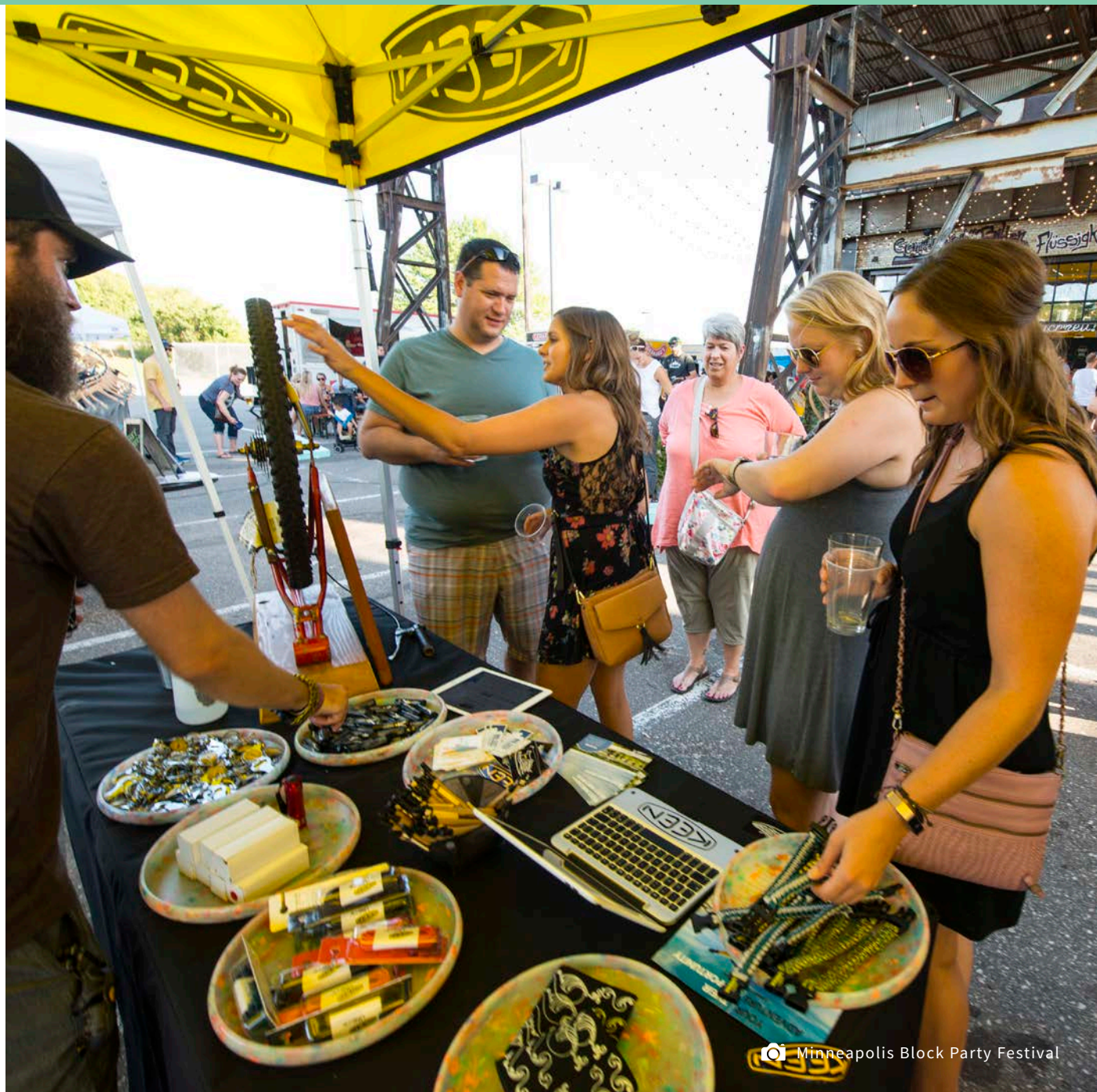
Testimonial

“The Outdoor Project events are the summer hit for any outdoor brands wanting to gain more exposure! The crew goes above and beyond in making it a successful weekend for everyone involved, plus they know how to throw a damn good party!”

– Josh Millward, Zeal Optics

Partners have included:

- Kamook
- Gossamer Gear
- Patagonia
- KEEN
- Merrell
- Roam Oatmeal
- Escape Campervans
- MountainSmith
- Mountain House
- The North Face
- Luna Sandals
- Skout Organics
- Sierra Designs
- Danner
- Hi-Tec
- Cirque Mountain Apparel
- The Nature Conservancy
- Rebl
- YETI
- KIND Bars
- Zeal Optics
- PrAna
- Yakima
- MSR
- Montbell
- KAVU
- Arc’Teryx
- Lululemon
- Poler Stuff
- Toadfish Outfitters
- Cascadia Expeditions
- Deviation USA



Minneapolis Block Party Festival

Past Block Party Festivals



📷 Austin Block Party Festival



📷 Minneapolis Block Party Festival



📷 Denver Block Party Festival



📷 Denver Block Party Festival



📷 Portland Block Party Festival



📷 Denver Block Party Festival



📷 Charleston Block Party Festival



📷 Salt Lake City Block Party Festival



📷 Portland Block Party Festival

Let's Party Together



Our priority at Outdoor Project is to create positive opportunities for vendors, brands, nonprofits, guides, and our engaged audience to meet and form substantial relationships.

Please contact us for any questions or ideas about event participation; we'd be happy to have a conversation.

Events + Community Manager

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