



We are **Jason and Kelly Law**, a married couple who has worked and traveled together for over ten years. We are excited for the opportunity to use our energy and experiences to represent you and your client on your upcoming promotional tour.

We understand that each client has different needs and expectations, and we can help you exceed them. We know that changes can occur at any moment, and we are ready to adjust as necessary.

We realize that problems may arise from time to time, but rest assured that *we will come up with a solution!*

We are **professional tour managers**: *This is our job, and we take it seriously.*

We keep our staff motivated by creating an atmosphere of positive energy. We cater to the needs of the clients and are professional in all our correspondence. We are extremely detail oriented, and realize the importance of the individual pieces that make a tour successful, *always keeping the big picture intact.*

When we aren't working, we are typically exploring the great outdoors. From snowboarding in Colorado to surfing in South America, we have an appetite for athletic adventures. Our lust for travel continues even after the tour vehicles have been stored away for the season. We have driven from coast-to-coast, camping and hiking in dozens of parks throughout the U.S.

Our adventures have also taken us around the world, camping in the Amazon jungle, hiking volcanoes in Nicaragua, rafting in Guatemala, exploring temples in Cambodia and diving in Honduras!

These experiences have had a positive influence on all that we do, including working on the road. We see life as an adventure, and are always up to the challenge!

We are confident that our work experiences and personal endeavors will make us a great fit for your next promotion.

Please take a moment to review our tour management experience and individual resumes for a further understanding of what we are capable of bringing to your organization.

We thank you for your time, and we look forward to speaking with you further.

Sincerely,

Jason and Kelly Law

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EXPERIENTIAL TOUR MANAGER

Tour Manager	ProMotion, Inc.	California Tour	Fall 2017
<i>NBA: Trophy Tour</i> , a 3-week tour promoting the NBA and Walmart partnership.			
Tour Manager	Highline Entertainment	Nationwide Tour	Spring 2017
<i>CHACO Footwear: Traveling Taquería Tour</i> , an 11-week music festival tour.			
Tour Manager	ProMotion, Inc.	Nationwide Tour	Fall 2016
<i>INVACARE: Rockin' Rollout Tour</i> , a 13-week business-to-business promotion.			
Tour Manager	LeadDog Marketing	Nationwide Tour	Fall 2014, 2015
<i>REI: Member Village Tour</i> , an 18-week member appreciation pilot program and 32-week follow-up tour.			
Tour Manager	ProMotion, Inc	Nationwide Tour	Spring 2014
<i>Fiskars: Discover the Difference Tour</i> , a 3-month program visiting 12 States in 12 weeks.			
Production Manager	On Board Experiential	West Coast Tour	2013
<i>Mrs. Meyer's Clean Day: Garden Fresh Tour</i> , an 8-month grass roots marketing campaign.			
Tour Manager	Havas-Impact	Nationwide Tour	Fall 2012
<i>CNN – Presidential Debate Tour</i> , a 10-week program coinciding with the 2012 Presidential Election.			
Tour Manager	ProMotion, Inc	Nationwide Tour	Summer 2012
<i>The Amazing Spiderman: Secrets Unmasked Tour</i> , a 12-week parking-lot program by Walmart and Sony.			

MARKETING & PROMOTIONS

Co-Owner	Jelly GoNuts	Boulder, CO	2013 – Present
Co-Owner/Operator of this boutique marketing company, serving several small-business clients.			
Marketing Manager	Laudisio	Boulder, CO	2008 – 2011
Created and managed all marketing efforts for this large restaurant in a competitive local market.			
Local Brand Ambassador	Various	Denver, CO	2012

HOTEL/RESTAURANT MANAGEMENT

Hotel/Restaurant Manager	Casa del Sol	Montañita, Ecuador	2010 – 2011
Hotel/Restaurant Manager	Coco Pando Resort	La Ceiba, Honduras	2010
Bar/Restaurant Manager	14th St. Bar and Grill	Boulder, CO	2005 – 2008
Restaurant Manager	Various	Ocean City, MD	1997 – 2004

TOUR MANAGEMENT SKILLS

- **DOT Trained:** Medical card, logbook experience, clean driving record
- **Large vehicle experience:** 30' cargo trailer, Freightliner box truck, Airstream trailer, Sprinter van, food truck
- **PR and Media events:** Comfortable handling various media, National and local news broadcasts
- **Client Relations:** Working closely with clients, including upper-level corporate management
- **Spacial organization:** efficiently packing delicate materials to maximize vehicular space
- **Staff management:** Brand Ambassadors, hired labor and sales representatives
- **Event Spaces:** Convention Centers, Music Festivals, Hotel Conference Rooms, Farmers Markets, Retail outlets
- **Technical skills:** film and video, sound equipment, lighting, printing platforms

OTHER SKILLS

- Proficient in **Adobe Creative Suite** (Photoshop, Illustrator and Dreamweaver)
- Creative as a **writer and graphic designer**
- **Handy** in basic construction, contracting, landscaping and design
- Understanding of basic **Spanish**
- Musically capable on a variety of instruments

Over 13 years of experience in corporate and event marketing, staff management, event and project planning, marketing and promotions, hospitality, and customer service

EXPERIENTIAL MARKETING EXPERIENCE

- Tour Manager** ProMotion, Inc. California Fall 2017
Co-managed the NBA “Larry O’Brien Trophy Tour” tour for 3-weeks across Sacramento / Bay Area of California
- Tour Manager** Highline Entertainment Nationwide Spring 2017
Co-managed the Chaco Footwear “Traveling Taquería” tour for 11-weeks, traversing over 10,000 miles
- Tour Manager** ProMotion, Inc. Nationwide Fall 2016
Co-managed the Invacare “Rockin Roll Out” tour for 13-weeks across 12 states in the West Coast and Mid-West
- Tour Manager** LeadDog Marketing Nationwide 2014 - 2015
Co-managed the Nationwide REI “Member Village” tour for 18-weeks in 2014 and 32-weeks in 2015
- Tour Manager** ProMotion, Inc Nationwide Spring 2014
Co-managed the Fiskars’ “Discover the Difference” tour for 12-weeks across 12 states
- Tour Manager** On Board (OBEXP) West Coast 2013
Co-managed the West Coast “Mrs. Meyer’s Garden Fresh Tour” for an 8-month grassroots promotion
- Tour Manager** Havas Impact Nationwide Fall 2012
Co-managed a nationwide, high-profile “CNN Presidential Debate Tour” for a 10-week promotion
- Tour Manager** ProMotion, Inc Nationwide Spring 2012
Co-managed Walmart & Sony’s largest nationwide promotion: “The Amazing Spiderman: Secrets Unmasked Tour”

Local Promotions

- A+ Staffing Supervised Donations at Music Event November 2017
- A+ Staffing Supervised Merchandise Table during Festivals September 2017
- Event Pro Strategies Team Lead: Subway Surveys February 2013
- AmeriVent Supervisor: “Big Dever BBQ” August 2012
- Extreme Marketing Brand Ambassador: “Lego Kids Fest” April 2012

MARKETING EXPERIENCE

- Business Owner** Jelly GoNuts / GoNuts Marketing 2013 - present
Co-owner of a boutique marketing and promotions company that works with small businesses.
- Regional Marketing Director** Standard Renewable Energy 2007 - 2010
Helped build a start-up solar energy business in Boulder, CO, which expanded into 7 markets with 250+ employees


MANAGEMENT EXPERIENCE

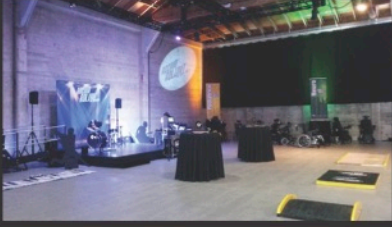
- Hotel Manager** Casa del Sol (Montañita, Ecuador) 2010 - 2011
Fully managed staff and operations of a 16-room beachfront hotel on the coast of Ecuador, featuring a yoga studio and surf camp
- Restaurant/Bar Manager** Iguana Bar (La Ceiba, Honduras) 2010
Successfully opened and managed a beachfront restaurant and hotel that served the neighborhood tourist population
- Restaurant Manager** Mountain Sun Brewery (Boulder, CO) 2004 - 2007
Managed staff and operations of one of the busiest restaurants on Pearl Street (Boulder’s shopping district)


SKILLS & EXPERIENCES

- Ability to activate highly technical and interactive footprints in a variety of settings and situations
- Competent managing teams of Brand Ambassadors, Lead Ambassadors and Production Assistants (from 2 to 20 staff)
- Comfortable driving a variety of vehicles, including cargo vans, pickup trucks and trailers (up to 30-feet in length)
- Experienced with maintaining **DOT log books** and adhering to DOT regulations across state and country lines
- Knowledgeable with coordinating multi-media PR events, and comfortable being on-air spokesperson
- Aptitude for writing articles and blogs, as well as content development for web design
- **Proficient with promotional design** using Adobe Creative Suites (Illustrator, Photoshop and InDesign)
- Extensive knowledge of how to successfully use Social Media outlets to promote businesses
- Comfortable speaking and comprehending basic Spanish

<p>NBA "Larry O'Brien Trophy Tour" <i>ProMotion, Inc.</i></p>		<p>We traveled around the Sacramento / Bay Area promoting the partnership between Walmart and the NBA. The NBA Championship trophy was displayed at 17 Walmart stores and we encouraged customers to take photos and share on social media.</p> <p>Promotional Elements: An actual Larry O'Brien Trophy; a trophy display case (base and plexi-glass top); an NBA branded step-and-repeat for the backdrop; and NBA wristbands for giveaways</p>
	<ul style="list-style-type: none"> • Duration: 2 Weeks • Location: California • Events: Walmart Stores • Tour Vehicle: Unbranded cargo van • Staff: 2 Tour Managers 	

<p>CHACO's "Traveling Taqueria" <i>Highline Marketing</i></p>		<p>A 4-person tour team traveled with two vehicles for this 11-week program. Large, multi-day music festivals were the focus, promoting a line of sandals to a mostly younger demographic.</p> <p>Promotional Elements: 2 main elements: A trailer converted to a showroom for consumers to try on different sandals; a food truck serving a free taco to each consumer in exchange for providing an email as part of an interactive quiz.</p>
	<ul style="list-style-type: none"> • Duration: 11 Weeks • Location: Nationwide • Events: Music Festivals, Street Fairs, Retail locations • Tour Vehicle: 18' Trailer and F250 tow; 20' Food Truck • Staff: 4 traveling staff, 4 BA's 	

<p>INVACARE: "Rockin' Rollout" Tour <i>ProMotion, Inc.</i></p>		<p>A 13-week program designed to allow Invacare sales representatives to connect with occupational therapists and other potential customers, providing them a platform to demonstrate the wide array of Invacare products.</p> <p>Promotional Elements: 25 different types of wheelchairs in a "rock and roll" themed setting, including an obstacle course, interactive television, on-stage photo opp, professional lighting and power-chair operated Guitar Hero.</p>
	<ul style="list-style-type: none"> • Duration: 13 Weeks • Location: Nationwide • Events: Conference Centers, Hotel Ballrooms, Large Event Spaces • Tour Vehicle: Two 24' branded Sprinter Vans • Staff: 5-10 client representatives 	

<p>REI: "Member Village" Tour <i>LeadDog Marketing</i></p>		<p>This 18-week pilot program for REI traversed more than 10,000 miles in 4 months to show REI Members gratitude and appreciation, partnering with recreational groups focused on getting more people into the great outdoors.</p> <p>Promotional Elements: A 30' custom designed trailer anchored the 50'x100' footprint, featuring many camp lounges, games, giveaways and demonstrations. 6 iPads ran customer sweepstakes and surveys. An instagram print kiosk provided consumers with a memorable takeaway from each event.</p>
	<ul style="list-style-type: none"> • Duration: 15 Weeks • Location: Nationwide • Events: Large festivals, outdoor recreational events, REI retail locations, various partner locations • Tour Vehicle: 30' custom designed trailer pulled by a branded Chevy Silverado 4WD • Staff: 1-10 BAs per event, Local REI staff, Rhino Staging Labor 	

<p>Fiskars: "Discover the Difference" Tour <i>ProMotion, Inc.</i></p>		<p>We visited 12 states in 12 weeks throughout the country in a 24' branded Airstream trailer which also served as the backdrop for a large, interactive footprint. Consumers were given the opportunity to use various Fiskars' garden, lawn and craft tools firsthand.</p> <p>Promotional Elements: A 30' x 40' interactive footprint, including 3 "trees" with dowel rods, an axe display, a craft table, a touch-screen television with product videos, and 2 iPads to capture email and online purchases: all designed to give consumers a hands-on opportunity to test a variety of Fiskars' products.</p>
	<ul style="list-style-type: none"> • Duration: 15 Weeks • Location: Nationwide • Events: Home Shows, Retail Outlets, and Markets • Tour Vehicle: Ford F-250 and a 24' Airstream trailer • Staff: 1-3 BAs per event • Reporting: Daily event recaps, including videos and photos of consumers used for social media. 	

<p>Mrs. Meyer's: "Garden Fresh" Tour <i>On Board Experiential</i></p>  <ul style="list-style-type: none"> • Duration: 33 Weeks • Locations: West Coast, into Canada • Events: Farmers Markets, Festivals, & Retail Outlets • Vehicle: 24' branded Sprinter van • Staff: 2-5 BAs per event • Reporting: Weekly Power Point presentation, weekly conference calls with the client. . 	<p>This 8-month grassroots marketing tour took us throughout the West Coast and into Canada. Our passion for the product allowed us the opportunity to effectively promote while genuinely connecting with customers. We were able to exceed all goals for the tour, including samples, coupons, hand-washing trials and interactions.</p> <p>Promotional Elements: A 10' x 20' interactive "Garden Retreat", featuring 8' tall walls, living vertical gardens with almost 50 potted plants, and 2 sinks (for customer to test the hand soaps), all constructed of reclaimed barn wood.</p>
<p>CNN: "Presidential Debate" Tour <i>Havas Impact</i></p>  <ul style="list-style-type: none"> • Duration: 10 weeks • Location: Nationwide • Events: Sporting events, fairs and festivals. • Vehicle: 11 ton Freightliner, glass-sided 30' box truck. • Staff: 5+ BAs/event; multiple roaming "Nomads" • Clients: CNN, XFinity, Comcast 	<p>This high-profile tour for CNN took place during the 2012 Presidential Elections campaign. Activations were held at large scale events, such as NFL football games and State Fairs. Thousands of guests boarded our vehicle to "debate" a Presidential candidate and take home a souvenir photo.</p> <p>Promotional Elements: A simulated debate stage built inside the glass walled CNN truck, featuring an instantly printed augmented reality photo, a digital download card and product promotions from local affiliate marketing partners.</p>
<p>Sony: Spiderman "Secrets Unmasked" Tour <i>ProMotion</i></p>  <ul style="list-style-type: none"> • Duration: 12 weeks • Locations: North East U.S. • Events: Walmart parking lots • Tour Vehicle: Branded Ford F-250 with 10' trailer • Clients: Sony, Walmart, Straight Talk, Kellogg, Marvel • Handled PR and media events throughout the tour, 	<p>This was the largest parking lot promotion ever accomplished by Sony and Walmart. We were one of 17 teams simultaneously promoting throughout the US. We set up and activated a large, highly technical footprint in 2 locations each day, 5 days a week.</p> <p>Promotional Elements: A 40' x 80' interactive footprint including a photo opportunity, an augmented reality application, 4 televisions, a gaming station, a "fly guy" and multiple product giveaways.</p>

PROFESSIONAL REFERENCES
JASON AND KELLY DAY LAW

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References:

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