

AGENCY CAPABILITIES

July 2023
Los Angeles, California



About CUSP Agency



CONNECTIVE BY DESIGN

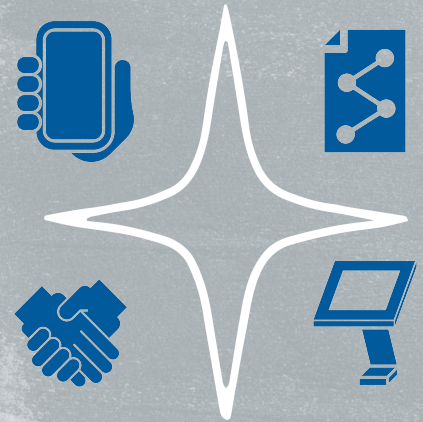
CUSP Agency is an experiential marketing agency based in Los Angeles, California. CUSP produces connective experiences leveraging creative media, event production and culture programming. Our live experiences are designed to enhance the attendee experience and foster genuine engagement with our brand partners. Music and sporting clients include: consumer brands, event producers, venues and solution providers engaged in live entertainment.

EVENT CAPABILITIES

- Production Design & Fabrication
- Event Programming & Talent Coordination
- Venue Mapping (AutoCAD)
- Security Operations
- Traffic Operations
- Permitting

DIGITAL CAPABILITIES

- Web & Mobile Development
- eCommerce Solutions
- Photo & Video Activations
- Technical Integrations
- Reporting & Analytics



We serve
culture
broadly

We see brands
as enablers for
growth

We use tech to
enhance live
experiences

We service our clients by producing connective experiences.

AEG
PRESENTS

LA LOS ANGELES
FOOTBALL CLUB

LIVE NATION
ENTERTAINMENT™

COACHELLA
COACHELLA VALLEY MUSIC AND ARTS FESTIVAL




Hennessy

**SOMETHING
IN THE
WATER**

Splash House

Scope of Services



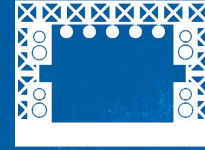
Brand &
Identity



Programming &
Experience



Marketing
Strategy



Event
Production



Revenue
Strategy

What We Do

Production, Marketing & Brand Services for live experiences.

Production Services

PRODUCTION SUPPORT

Festival Production

Project Management, Ticketing, Traffic, Design, Fabrication, Staffing & Operations

Venue Management

Scouting, Permitting, Evaluation, Management

Festival/Venue Mapping

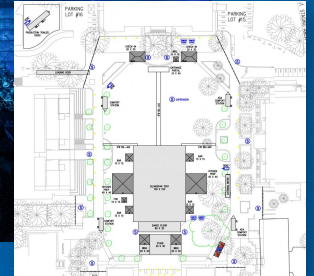
Professional AutoCAD mapping

Health & Safety

Security Operations and Staffing, Medical Planning, Emergency Operations Management

Community Engagement

On-site communication management
Real-time insights and analytics on crowd movement



Digital Services

DIGITAL STRATEGY + COMMUNICATIONS

Creative Development: Web, Newsletters, App, SMS

Asset Management: Web, Newsletters, App, SMS

Connectivity & I.T. Operations: Wifi, Cellular, PoS, RFID

Project Management of Technical Deployments

On Sale Marketing Strategy & Ticketing Support

Sponsorship Integrations: App, Messaging, eCommerce

Attendee & Event Based Analytics + Reporting

Photo and Video Activations

Streaming & Live Content Capture



Brand Services



Activation Strategy

Media & Communications

Design & Fabrication

Culture Programming

Production: Audio / Visual

The background image shows a brand activation space. In the foreground, there is a purple illuminated sign with the 'Electrolit' logo. To the right, a large container holds several bottles of the product. The scene is lit with purple and blue lights, and a person is visible sitting in the background.

Recent Productions

We specialize in outdoor event productions grounded in music culture. Vanguard performers and rising stars performing unconditionally for their communities. Once in a lifetime billings make the events unforgettable and a buzz for years to come.

SOMETHING IN THE WATER
PRESENTED BY WALMART

100 GECS • AMINÉ • BABYFACE RAY
BADBADNOTGOOD • BLACK SHERIF • CHIKA
CLIPSE • COI LERAY • D4VD • DOECHII • FEID
FLO • FLO MILLI • GIGI • GRACE JONES
JAZMINE SULLIVAN • JESSIE MURPH • KAMASI WASHINGTON
KAYCYY • KEHLANI • KAYTRANADA • KID CUDI

PHARRELL'S PHRIENDS
KITTY CASH • LATTO • LIL DURK • LIL UZI VERT
LIL WAYNE • LIL YACHTY • MACHINE GUN KELLY
MAREN MORRIS • MASEGO • MUMFORD & SONS
NILE RODGERS & CHIC • NLE CHOPPA • POLO G
REMI WOLF • RIOVAZ • SAUCY SANTANA • SKRILLEX
SUMMER WALKER • SVV • THE KID LAROI • UMI • WALE
WESTON ESTATE • WU-TANG CLAN • YVNGXCHRIS

APRIL 28-30, 2023
VIRGINIA BEACH, VA
SOMETHINGINTHEWATER.COM

FRAMEWORK
APRIL 14 - 16, 2023

FRIDAY
JAMIE JONES
MOCHAKK
PAWSA
WITH SPECIAL GUEST
CHANNEL TRES

SATURDAY
ADAM BEYER B2B MACEO PLEX
GORDO B2B COLYN
CAMELPHAT B2B CARLITA
KEYSPAN B2B MINUS THE LIGHT

SUNDAY
UNDER CONSTRUCTION
FISHER B2B CHRIS LAKE
DJ TENNIS B2B CHLOÉ GAILLET
AIRRICA

ATLANTIC AVIATION
86400 LIGHTNING STREET
THERMAL, CALIFORNIA

FRAMEWORK | *Wynn* RESORTS | CMG | CESP

CITY OF INDIO | INDIO INTERNATIONAL
PRESENTS **TAMALE**
FESTIVAL

THE THIRTIETH ANNIVERSARY
DECEMBER 1ST, 2ND, 3RD & 4TH, 2022

PERFORMANCES BY:
BANDA MACHOS • LA SANTA CECILIA
NORTEC: BOSTICH + FUSSIBLE • TOGETHER PANGEA
THE EGYPTIAN LOVER • THE AGGROLITES • SPEAK
ISRAEL'S ARCADE • LAS TÍAS • LOS YESTERDAYS • EDDIE ZUKO
BRAINSTORY • LOS BLENDERS • SUBSUELO • DJ LANCE ROCK
HIP HOP HARRY • CONEXIÓN DIVINA • JULIO Y SU TECLADO MÁGICO • EL SANTO GOLPE
J. PATRON • EEVAAN TRÉ • TIA WOOD • JAELYN • TOWN TROUBLES • PLENA VISTA
ALF ALPHA & SUPER SONIDO SISTEMA • LA COSECHA INTL • SALTON CITY SURF CLUB
FERNY AGUILAR • LOS SHADOWS • MACHIN' • MARNI • NENE • ACADEMY OF MUSICAL PERFORMANCES

EXPERIENCES:
MERCADITO DE NOCHE • TAMALE PLAZA
THE WORLD'S BIGGEST BOUNCE HOUSE
CAR SHOW • MARIACHI • CARNIVAL RIDES
CHAVELA THROWDOWN • BALLET FOLK • ORICO
ROLLER SKATING • FARMER'S MARKET • & THOUSANDS OF TAMALES

MILES AVENUE PARK
82524 MILES AVE
INDIO, CA 92201
INDIOTAMALEFESTIVAL.COM
FREE ADMISSION • ALL AGES

FANTASY SPRINGS
CASA BLANCA INDIO
UNIVERSITY

2023 Festival Calendar

Event	What	Attendance	City	For	What	Website
Framework in the Desert	Official Coachella After Parties: 3 Nights of A-List Electronic Music	12,500+	Indio (CA)	Framework & Goldenvoice	Production & Partnerships	thisisframework.com
Coachella & Stagecoach	Artist Lounge	100,000+	Indio (CA)	Goldenvoice	Concept & Production	coachella.com
Tamale Fest & Chella	Indio Community Music Events	45,000	Indio (CA)	City of Indio & Goldenvoice	Production & Promotion	indiotamalefestival.com
Splash House	Splash House is a destination electronic music festival	50,000	PaIm Springs (CA)	Splash House	Production & Partnerships	splashhouse.com
Dirty Bird Campout	3-Day Independent Electronic Music Festival	7,500	Modesto (CA)	Dirty Bird Records	Marketing, Brand partnerships & Production	dirtybirdcampout.com/west/
Something in the Water	Pharrell & Friends 3-Day Festival	90,000	Virginia Beach (VA)	Pharrell Williams	- Marketing Services - Health & Safety - On site Comms mgmt.	somethinginthewater.com
Lovers & Friends	Ushers & Friends 'ultimate trip down memory lane'	60,000	Las Vegas (NV)	Live Nation	- Marketing Services - Health & Safety - On site Comms mgmt.	www.lovandsfriendsfest.com
Sick New World	Hard Rock & Metal Festival	60,000	Las Vegas (NV)	Live Nation	- Marketing Services - Health & Safety - On site Comms mgmt.	sicknewworldfest.com
Under the Big Sky Fest	Alternative Country	30,000	Whitefish (MT)	Outriders Presents	- Brand partnerships - Brand activations	underthebigskyfest.com
When We Were Young	Indie / Emo Rock Festival	60,000	Las Vegas (NV)	Live Nation	- Marketing Services - Health & Safety - On site Comms mgmt.	whenwewereyoungfestival.com
Besame Mucho Fest	Alternative Latin Rock	60,000	Los Angeles (CA)	Live Nation	- Marketing Services - Health & Safety - On site Comms mgmt.	besamemuchofestival.com

Previous Productions (2018-2022)

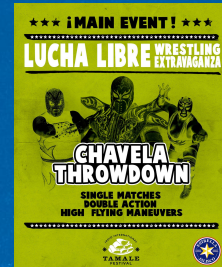
GOLDENVOICE x FRAMEWORK
PRESENTS
RHONDA
Queen of the Desert
SOLOMUN
B2B DIXON
DOC MARTIN
FRIDAY NIGHT APRIL 14TH 2017
PALM SPRINGS AIR MUSEUM
745 N. Gene Autry Trail, Palm Springs 92262
GOLDENVOICE SOUND FRAMEWORK

DELIGHT IN AN EVENING OF
DEEP DESERT DECADENCE STARRING
Jamie Jones
B2B **Black Coffee**
RHONDA QUEEN OF THE DESERT
THERMAL CA FRIDAY
4.13.18
RayBan PERFECT HYDRATION SOUND

FRAMEWORK
MACED PLEX
PACHANGA BOYS
JACKMASTER
SATURDAY, APRIL 14, 2018
5695 HARRISON ST. THERMAL, CA
THISISFRAMEWORK.COM
10 PM
RayBan PERFECT HYDRATION

RHONDA QUEEN OF THE DESERT
SATURDAY APRIL 21ST
MOTOR CITY DRUM ENSEMBLE * TALABOMAN
W/ SPECIAL GUEST **PEGGY GOU** * DAVE P * GODDOLLARS
HITS DESERT HORSE PARK - 8555 AIRPORT BLVD, THERMAL, CA 92
PERFECT HYDRATION SOUND

Previous Productions (2018-2023)



ADWEEK

BEER, SPIRITS & CANNABIS

Splash House's Groundbreaking Cannabis Sponsorship Could Hint at the Future of Festivals



Splash House, shown during its last in-person event in 2019, is going big on cannabis. Splash House

“The event, taking place across several resorts and a cavernous museum, will feature one of the **most significant weed partnerships for a mainstream music festival to date.**”

[\(Read More\)](#)

VOGUE

FASHION

Inside Coachella's Buzziest After-Party With the Most Stylish DJ in Techno



“Kraviz flexed her impressive talents... at **one of Coachella's most-talked-about after-parties...** alongside Louis Vuitton creative director Virgil Abloh”

[\(Read More\)](#)

Los Angeles Times

CALIFORNIA

Column: 30 years of masa dreams at a tamale festival in Indio



“Started in 1993 with just a handful of vendors who set up tables in downtown Indio, **the festival is now the largest for tamales in the United States.** People from across the country and beyond will descend on the desert town... to gorge on tens of thousands of tamales grabbed from steaming pots.”

[\(Read More\)](#)

The Team



**Gopi
Sangha**

President / Founder
& Executive Producer

Gopi served as Director of Business Development and Digital Strategy over a ten-year tenure at The Coachella Valley Music and Arts Festival. He led digital adaptation strategies applied across the fan experience nationwide. These implementations ranged from the interactive fan experience, digital media assets to partnership activations and integrations.



**Michael
Van Oene**

VP Strategy &
Growth

A results-focused, agile and influential marketing leader with over 15 years in service to The Heineken Company as a Chief Marketing Officer with operations through Africa, Middle East and Europe. He led profitable growth through change management, digital transformation, and innovation strategy. Michael is tasked with agency growth and operations.



**Julio
Beltran Esq.**

Legal Counsel &
Compliance



**Cameron
Carbone**

Production
Director



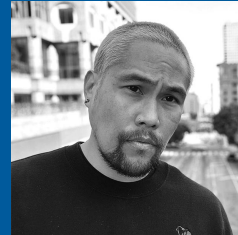
**Austin
Tureaud**

Account
Director



**Jocelyn Lara
Romo**

Team
Admin



**Jimmy
Buenaventura**

Creative
Director



**Shawn
Curley**

Project
Manager



**Samuel
Ayres**

Developer

📍 Visit our offices in Downtown Los Angeles: [527 W. 7th Street](#)



THANK YOU

GOPI SANGHA
GOPI@CUSPAGENCY.COM

