

# OFFICIAL EVENT PROPOSAL

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PUTTING NORTHERN NEW MEXICO ADVENTURE  
ON THE MAP IN  
**ANGEL FIRE 2022**







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## THE PURPOSE OF THIS DOCUMENT

To present a proposal for partnership between Enchanted Circle Ventures, LLC. (aka EcoVentures) and supporting corporations and communities for the purpose of co-promotion of the Enchanted Circle region of Northern New Mexico.





## **OUR MISSION**

**Our mission is to inspire more people to experience the unparalleled outdoor recreational opportunities of the Enchanted Circle region of Northern New Mexico through destination-focused, market segment events, recreational and tourism related services, and unique recreational facilities.**

**Enchanted Circle Ventures, LLC** is an Outdoor Recreation Investment company focused on regional opportunities for exposure, promotion, and financial prosperity within the Enchanted Circle of Northern New Mexico. Our focus includes events, commercial land development opportunities, and other enterprise in the realm of outdoor recreation and adventure.





## ABOUT DAMON LEBLANC

### ANGEL FIRE RESIDENT

Growing up in South Louisiana, Damon has always considered the outdoors a way of life. From fishing in nearby ponds to exploring and hunting the numerous bayous and swamps, his love of adventure, the outdoors, and water adventures continued into adulthood.

Damon has traveled to Haiti spending time in Port-o-Prince for missionary work delivering medical supplies and care for wound clinics and orphanages. It was on this trip that he discovered a yearning to help people. For seventeen years Damon served in the Fire and Rescue service as a paramedic, firefighter and rescue diver. Fifteen of those years were spent as a Captain of an aircraft rescue department. He later went on to become a Marine Survival Instructor at the University of Louisiana Lafayette and spent several years as a lead instructor for Helicopter Underwater Egress Training (HUET), Medical Rescue training, Marine Firefighting, Fast rescue Craft, Cold Water Survival, and Helicopter Landing Officer (HLO).

In 2005, following Hurricane Katrina, Damon changed careers from rescuing people to focusing on the environment. He went to work for the environmental division of a premier energy company to decommission coastal oil production platforms to transform them into artificial ecosystems for marine life. After several years in the position, he was relocated to northern New Mexico to help facilitate the remediation of a 100-year-old mine.

New Mexico re-sparked his childhood passion for adventure. He's summited the two tallest peaks in New Mexico and has hiked and overland camped in many remote locales around the area. Damon is the co-founder of Trail Life, a youth group based in Angel Fire. He also founded the Enchanted Circle 4-wheel drive Club, and hosts an annual Jeep rally event in Red River, NM each year attended in 2021 by more than 100 participants. Damon calls Angel Fire home, raises his family in the community, and focuses his attention here to create community prosperity.







## ABOUT SCOTT LEUTHOLD

ANGEL FIRE RESIDENT

Scott has been an expert in branding for over 30 years. His achievements include the design and deployment of household brands including [identity theft company LifeLock®](#) (NASDAQ: NLOK) which was purchased by Symantec for \$2.3B, the world's largest [health supplement company Isagenix®](#) with 500,000+ sales associates in 12 countries, and the global [mobile storage company Mobile Mini](#) (NASDAQ: MINI). His [agency](#) was an authorized marketing services provider to eBay Corp. and provided marketing to **StubHub**. His brands have been wrapped on two NASCARs at the same time on the track (LifeLock and [Vektor Vodka](#)) and three of his brands have been sponsors of the Phoenix Suns NBA and Phoenix Mercury WNBA teams.

Scott has been employed as CMO and Vice President of Marketing in the FinTech, health and wellness, and business process management industries. He's been recognized by the International Academy of Digital Arts and Sciences (Webby Awards®) for design. He's designed award-winning products, packaging, websites and marketing for Pixar, Fox Studios, Disney, Audubon Society, The Nature Conservancy, Gold's Gym Int., StubHub, and hundreds of companies in a wide range of industries.

Scott is an avid adventurer having backpacked and skiffed more than 100 miles of the Amazon River basin in Brazil, climbing Mount Ritter following John Muir's first ascent route, overlanded a 13,000 mile, 9-month traverse of North America, bikepacked thousands of miles around the USA, and leads adventures around the world.

Scott is the Founder and CEO of [4XPEDITION](#) and the popular adventure-based YouTube channel [4XPEDITION Adventurer](#) watched by more than 125,000 monthly viewers in over 50 countries. He has received international media exposure for his overland vehicle builds, and has been invited to speak at Overland Expo, Outdoor Retailer, and other US-based outdoor adventure events.







## EVENT OVERVIEW

EC Ventures, LLC is a venture partnership between Damon LeBlanc and Scott Leuthold.

Damon is recognized in the Enchanted Circle region as the founder of Enchanted Circle 4WD Club and the event organizer of the popular GoToppless Jeep event which is a local chapter of the national event with the same name. The local GoToppless event is held in Red River, New Mexico each May.

Scott Leuthold is an internationally recognized adventurer and outdoor recreation content creator with a popular YouTube channel called 4XPEDITION Adventurer and TEAM 4X, an international on-line adventure community. He is also a recognized industry influencer in the outdoor adventure and Overland market and a public speaker at national overland events.

EC Ventures has set out to launch and host New Mexico's first and only outdoor adventure festival. We are focused on establishing the event within the Enchanted Circle region of Northern New Mexico primarily within the Village of Angel Fire.

The three-day destination event will center on outdoor adventure recreation with a goal of highlighting the region as a premier locale for adventure travel experiences.

The event will include on-site overland specific weekend camping, outdoor equipment and service vendors, food vendors, and a beer garden. Attendees will enjoy scheduled field workshops, round-table discussions, educational public speakers, and various demonstrations for learning skills and gaining knowledge.

Attendees may purchase weekend passes including camping, various adventure experiences or purchase a day pass to browse vendors, participate in scheduled presentations, and enjoy live entertainment including music and a proposed adventure film festival.

Workshops, demonstrations, and presentations may include adventure sport training such as fly fishing, overland vehicle recovery and field maintenance, first aid, travel and remote exploration guidance and education, and much more.

The event will also showcase featured overland "rigs" as well as well-equipped sponsor vehicles on display.

Some attendees purchasing adventure experience passes may also enjoy guided excursions away from the central event grounds with qualified guides.

The proposed event is tentatively scheduled for June of 2022 to coincide with (but not conflict with) other scheduled events and recreational opportunities in the village and in seasonal cooperation with other overland and adventure-oriented festivals and expos around the western USA.

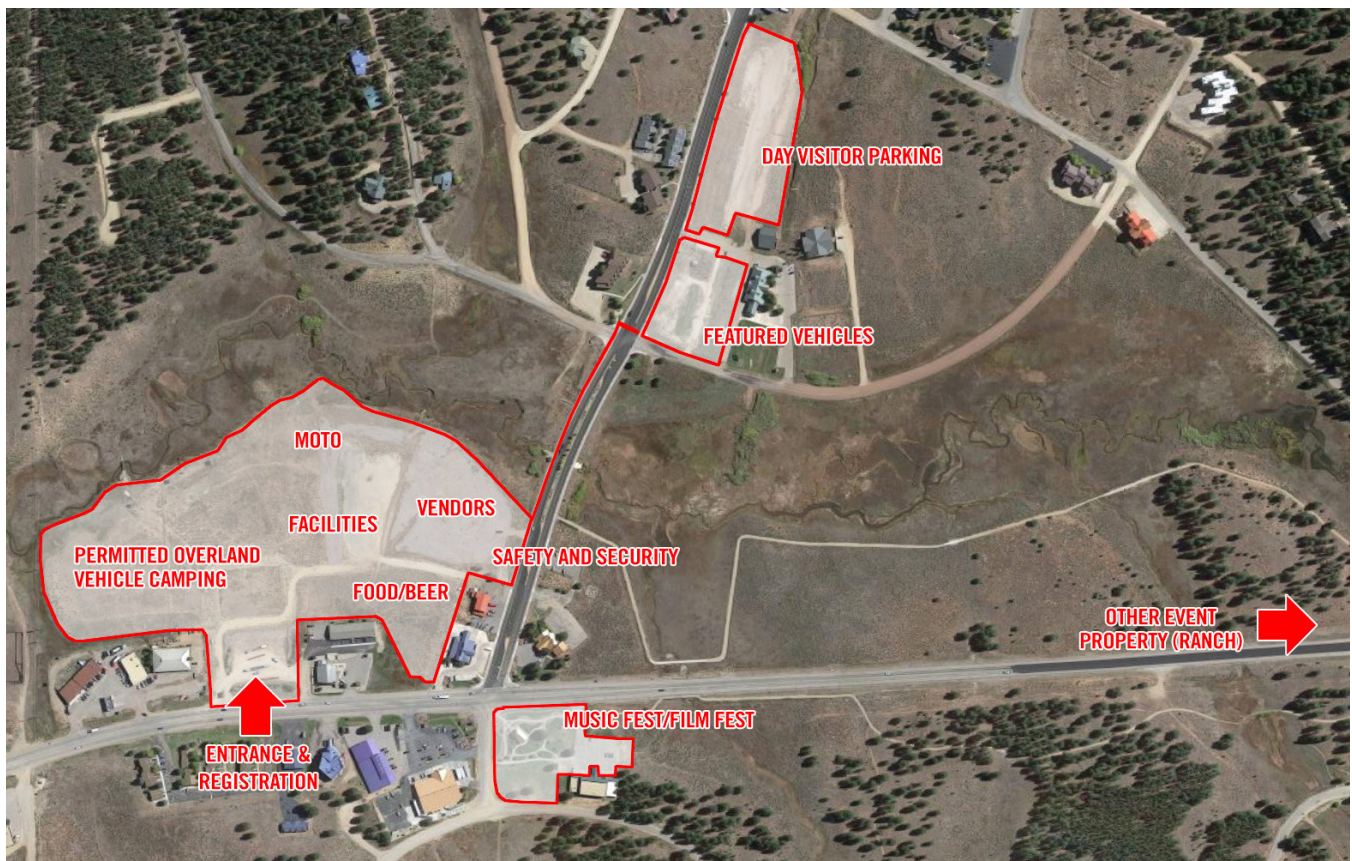
Our first year event target attendee audience is roughly 1,000 to 2,000 participants including on-site overland vehicle camping enthusiasts and day pass purchasers. In addition we expect another 200-300 service and vendor individuals to be on site.

We are currently seeking various paid industry sponsors, state provided grants and donations, as well as other financial commitments.





## DESIRED EVENT LOCATION



We believe the ideal event location is in the center of Angel Fire Village directly east of the Village governmental facilities and directly north of the fire station. We further believe that the event registration for vendors and overland camping is located just south of the Village governmental facilities along 434. This location will provide optimal foot traffic for all downtown businesses as well as offer optimal control over the event with law enforcement and fire protection.

Additional parcels include vacant lots along N Angel Fire Road as well as Frontier Park. We are also in discussion with two ranches in the area for on-location field workshops and as a possible venue for hosting the event if the village and resort decide not to participate.

We intend to host field workshops in the vendor and facilities area.





## SUPPORTING ORGANIZATIONS

The following organizations have expressed interest in some level of support for our event to be held in the Moreno Valley of Northern New Mexico.



### State of New Mexico Economic Development

Outdoor Recreational Division  
Alyssa Renwick  
Project Coordinator  
<https://www.nmoutside.com/>



### Village of Angel Fire

Jo Mixon  
Mayor  
<https://www.angelfirenm.gov/>



### Angel Fire Chamber of Commerce

President  
<https://www.angelfirechamber.org/>



### Colfax County *New Mexico*

### Colfax County

Bret Weir  
County Commissioner  
<http://www.co.colfax.nm.us/>



### New Mexico Tourism Department

Lancing Adams  
<https://www.newmexico.org/>



### EndeavOR New Mexico

Jim Glover  
Co-Founder and Director  
<https://www.endeavornm.org/>





## PARTICIPATION OPTIONS

Individuals and organizations who wish to participate in the ECO Adventure Fest event can select from the following options.

### **Sponsorship**

We are seeking sponsors for our event ranging from title sponsor to gold, silver and bronze offering various levels of exposure before, during and after the event. Interested parties should request further information regarding this option.

### **Donations**

We are accepting both financial and equipment donations in exchange for sponsorship participation. The level of sponsorship depends on the value of the donation. Please request further information regarding this option.

### **Outdoor Product and Service Vendors**

We are seeking vendors in all adventure categories to present their products and/or services. Selected vendors will have the opportunity to display and present their products and talk about the services they provide. They will be encouraged to hold demonstrations and discussions about their outdoor business as well as hosting remote activities in pre-designated and approved locations to more appropriately demonstrate and educate participants. Interested vendor parties should request a vendor rate sheet.

### **Food and Beverage Vendors**

We are offering limited on-site food vendor spaces where food and refreshment vendors can rent booth space. Interested vendor parties should request a vendor rate sheet.

### **Presenters**

We are interviewing presenters to host on-site workshops, demonstrations, and informative, educational talks on subjects related to outdoor adventure sport and training, survival, vehicle maintenance, first aid, and more. Presenters will be featured in our print schedule and on our website. In exchange for your scheduled presentation, presenters will have an opportunity to showcase their product or service during their presentations for potential sales and sign-up.

Presenters interested in being considered for the event should inquire. One of our representatives will respond as soon as possible. Please be prepared to outline what your presentation will offer and the product and/or service you would like to showcase.

### **Entertainment Providers**

We are interviewing musicians and other entertainers to be considered for paid entertainment during the event. We will provide to our participants live entertainment on both Friday and Saturday evening from 5PM - 9PM. There will be 4 sets per evening. Musicians can opt for a single set for one or two evenings. To be considered, please inquire.

### **Volunteers**

We are seeking volunteers for a variety of positions to assist in a smooth and seamless execution of our three-day event. Volunteer roles will be outlined on our website as requirements are further outlined.





## PROPOSED ADVENTURE SPORTS

We intend to showcase the many available options for adventure sport to be found in and around the Enchanted Circle. We are currently focusing on the following adventure sports to be included in the ECO Adventure Festival.

### Overlanding and Car Camping

Overland Adventuring has seen a tremendous gain in US popularity and the sport is quickly becoming a multi-billion dollar industry. Our event will center on this adventure activity with on-site overland camping and demonstrations.

### Hiking and Trail Running

The Moreno Valley region offers incredible opportunities for both hiking and trail running. We've included this sport for the sake of getting outside and experiencing nature in a healthy way for all ages. We will highlight local organizations that coordinate events in the local area.

### Trekking and Backpacking

We are including trekking in the form of on foot, pack horse, and pack Llama into wilderness and will showcase local organizations and businesses offering these services.

### Paddle Sports

The Moreno Valley and surrounding area including Taos, Mora, and Cimmaron offers several bodies of water for paddle sports including white water rafting on the Rio Grande, paddle boarding on the many mountain lakes, kite surfing on Eagle Nest Lake, kayaking, and canoing. We will showcase these water destinations and bring awareness of this region to adventurers and sport athletes.

### Rock Climbing

The Moreno Valley isn't a rock climbing destination yet, the Taos Area does offer climbing routes, some of which are considered extreme sport. We will showcase Taos area climbing clubs and businesses to help increase awareness of climbing as a sport option here in the Northern New Mexico region.

### Slack Lining

Slack lining is all about steady balance. It is a great activity while camping or at home. And, it is a simple sport to include in our event that can be attempted and mastered by anyone with a bit of training and practice.

### Fly Fishing

Cimmaron Canyon offers some of the best Fly Fishing in New Mexico with plenty of eddys to master casting for catch and release. Eagle Nest offers fly fishing guide services that we will showcase with on-site demonstrations and hands-on training.

### Mountain Biking and Bikepacking

Angel Fire Resort offers some of the best mountain biking in the United States and we intend to capitalize on that. Further, there are many less known trails outside of the resort that are incredible options for all skill levels. Bikepacking is a relatively new sport offering a lot of equipment options not that known to the public. We will bring some of these equipment vendors to the event and offer talks and demonstrations around this new and popular sport.





## PROPOSED ADVENTURE SPORTS

### Road Biking and Bicycle Touring

Road bicycling and long-range bike touring have long been a popular sport in the USA. Angel Fire has seen bicycling events held here in the past with some success. The Moreno Valley and the many country highways that drop out of the valley offer stunning and challenging opportunities for bike enthusiasts. We intend to highlight the region as a destination for bicycle touring when travelers map routes through this area as well as a local destination for cycling sport and health.

### Dual Sport Motorcycling

One of the premier adventure sports for the Moreno Valley region is Dual Sport Motorcycling. The sport includes all-terrain motorcycles capable of traversing pavement, soft roads, and qualified (motorcycle approved) single track trails. Bikes are typically equipped with gear for off-grid camping, GPS and more. Overland events typically offer a Dual Sport motorcycle area for displaying gear and equipment as well as offering demonstrations and more.





## HOW WE BENEFIT THE ENCHANTED CIRCLE

The Enchanted Circle of Northern New Mexico offers some of the best kept secrets for outdoor adventure in the western United States. Established in the early 1960's, Angel Fire has seen a surprisingly limited popularity which has kept the region largely undiscovered. This has been both beneficial and detrimental to the area for various reasons.

We believe bringing a scalable adventure festival to the region can bring about many benefits not historically seen in this part of the state.

First, the area's popularity is dependent on the right marketing exposure. We believe we can bring the right audience to the region setting new eyes on Angel Fire and the surrounding areas for potential annual destination travel as well as to bring new part-time or full-time real estate purchases. We believe this event can help increase resort attendance in all four seasons to increase lift ticket sales and resort reservations.

At the present time, the Village's success is dependent on the resort's success. But the big question is: How can we expose Angel Fire as a community to scale growth in the right direction to inspire investment in the infrastructure development needed to bring about quality year-round living?

We believe the audience we will attract are younger professionals with expendable income looking for a quality outdoor lifestyle.

Nearly 60 percent of attendees who responded to a 2017 Overland Expo West survey reported an individual annual income over \$80,000. Nearly 30 percent said their income is over \$150,000.

Outdoor Adventurers tend to be healthy, nature loving, environmentally conscious individuals who value the benefits nature has to offer.

As local entrepreneurs, we wish to see the community grow along side the resort. This means an infusion of investor capital through the purchase of land and homes for full-time residents both within the resort and elsewhere in the valley.

We believe year-round occupancy for resort and village service workers is critical to the growth of Angel Fire. This requires the right, like-minded individuals with reasonable annual income to discover Angel Fire and to make it their year-round home.

Enticing such individuals requires providing the right year-round amenities and shedding light on the unbelievable opportunity that is Angel Fire for entrepreneurial business, real estate value, and a solid infrastructure. This starts with remote professionals who see the opportunity to invest in the community and get involved. Scott and Damon are such individuals and understand what was necessary to make a change to be here and invest into the community as opposed to elsewhere.

We believe our event is the foundation for a much larger vision that is likely shared by village dignitaries and the Angel Fire Resort executive team. As an independent organization we believe we can inspire regional visitation, community investment, and village growth in a new way unlike the village or resort to benefit every interest.





## AN INTRODUCTION TO OVERLANDING

Overlanding is [basically defined as] self-reliant overland travel to remote destinations where the journey is the principal goal. Typically, but not exclusively, it is accomplished with mechanized off-road capable transport (from bicycles to trucks) where the principal form of lodging is camping, often lasting for extended lengths of time (months to years) and spanning international boundaries. Overlanding is an Australian term to denote the droving of livestock over very long distances to open up new country or to take livestock to market far from grazing grounds. Overlanding in its most modern form with the use of mechanized transport began in the middle of the last century with the advent of commercially available four-wheel-drive trucks.

Though Overlanding as a sport has been around for more than 20 years and the activity internationally spans back hundreds of years, the sport has only taken shape in the United States within the past 15 years. We've been a part of the domestic movement since 2011 with a presence at some of the first Overland Expo events held in the US. We have stayed very involved in the progression of Overlanding as a sport ever since.

Interestingly, many outdoor product and service companies we speak to know about the movement, know they need to be doing something to penetrate the new market, but have done very little to do so, don't truly have an understanding of it, and are unsure how to position.

We're well versed in the sport, have solid connections in the US circle, and have established an influence in the domestic Overland marketplace and abroad.

As Overlanding transitions from a "Gentleman's Sport" for only the affluent enthusiast to a hybrid of road tripping, car camping and off-road, high performance, self-supported vehicular adventure travel, companies looking to cash in should strategically position themselves to serve a more affordable, consumer driven Overland marketplace.

A complete, high-end overland build can cost upwards of \$70,000 not including the vehicle. A conservative build can cost in the neighborhood of \$10,000 plus the cost of the vehicle.

Vehicle modification is nothing new and often those who do so are no stranger to spending a great deal of money. Thus, the overland adventure enthusiast who already spends money on off-road vehicles has little concern for the expenditure. In fact, most Overland enthusiasts are multi-sport athletes often including mountain biking, paddle sport, winter snow sports, motorcycling, climbing, and other outdoor activities into their overland excursions and have little concern for the cost of quality gear, equipment and experiences.

With lighter weight hard shell tents and increased dynamic load weight aftermarket roof racks entering the market, roof systems are safer for rooftop tent loads. This alone has prompted significantly more Americans to enter the market. In fact, auto makers such as Ford with the Bronco and Subaru with the new Wilderness edition vehicles are capitalizing on the trend. This means big business for anyone wishing to capture some of the market.

For further reading about the history of Overlanding please [click here](#).





## EMERGING OVERLAND MARKET

Nearly 60 percent of attendees who responded to a 2017 Overland Expo West survey reported an individual annual income over \$80,000. Nearly 30 percent said their income is over \$150,000.

In 2018, Overland Expo drew an estimated 14,000 visitors, almost a 17 percent increase over 2017, according to Overland Expo's organizers. The number of exhibitors grew by 30 percent to 365.

Millennial consumers aged 22 to 37 are heading outdoors because they value experiences over material goods. Of the 1.4 million households that went camping for the first time in 2018, 56 percent were millennials and 51 percent identified as nonwhite. For the first time since 2014, the percentage of non-white first-time campers outpaced the percentage of new campers who identified as Caucasian. There's been an estimated 7 million additional camper households in the U.S. since 2014, 77 percent of which are millennials or generation X.

The overlanding community also draws from large numbers of baby boomers ages 54 to 72 who are beginning to retire. Many aren't fond of the motorhomes their parents may have used for family vacations when they were young.

Road trips continue to grow in popularity, with 64 percent of Americans agreeing that they want to hit the road on a spontaneous vacation, according to a new survey of 2,000 Americans conducted by OnePoll. More than three in 10 Americans would actually prefer to take a longer route to enjoy the scenery, with 48 percent also opting for local or country roads rather

than major highways. Three quarters of Americans would like to drive around in a convertible or sports car for a day trip, but when it comes to a week-long trip, Americans prefer an SUV or truck - at 62 percent.

KOA predicts that the camping industry will continue to grow, since 90 percent of the teenagers and children respondents (Gen Z) said they intend to camp as adults.

More employers allow employees to work from home. Or, in many cases, from the road. Professionals who work out of their overland vehicles are growing in numbers and market influence. This trend is predicted to increase once the Covid-19 orders are lifted.

The advancement of solar power technology is enabling people to take to the trails and still answer emails or submit feedback on a project.







## MARKET REACH



As experts in marketing and branding we intend to utilize our proprietary **Wildernext** system to garner exposure with a strategic initiative that is comprised of the following marketing services.

[View all of our field services >](#)

### Public Relations

We will engage with industry media outlets for earned media including but not limited to Overland Journal, Tread Magazine, OutdoorX4, Trails Magazine, Outside Magazine, sport magazines such as Fly Lords, forums including but not limited to Northwest Overland, Overland Bound, American Adventurist, Expedition Portal, SubaruOutback.org, MtnRoo, Ultimate Subaru, Overland Rally, and a wide range of outdoor adventure focused Facebook groups.

### Show Attendance

We plan to attend industry events such as Outdoor Retailer, Overland Expo West, Adventure Expo, VanLife and several other on-location festivals and events to further promote the ECO Adventure Fest.

### Adventure Community Marketing

We're partnered with various industry communities such as TEAM 4X, Northwest Overland Society, MtnRoo, Overland Bound and others to promote the ECO Adventure Fest across a wide network consisting of over 100,000 member reach.

### YouTube Video Exposure

Along with the 4XPEDITION Adventurer YouTube channel we will collaborate with other channels in the joint promotion of the festival. We will also invite YouTubers to join us at the ECO Adventure Fest and broadcast live.

### Vlog and PodCast Exposure

Additionally, as a part of the over-arching promotion we will seek to engage with Vlog personalities and PodCast hosts in a variety of outdoor adventure segments of the market.

### Influencer Engagement

4XPEDITION has established a solid niche category presence across social media including a popular YouTube Channel, Instagram, and Facebook.

**Our YouTube channel** is broken down into six shows including:

- Adventurer
- Gear Guide
- Tip Jar
- 5Spot.
- Pursuit of Cabin Living
- Unplugged





## MARKET REACH

Our channel demographics (currently):

Total subscribers: 20,500  
89% men / 11% women  
between the ages of 25-54

Our YouTube channel sees viewership from 50 countries. The top six countries include:

U.S.A. (59.9%)	Canada (6.9%)
Australia (3.9%)	Japan (2.9%)
U.K. (1.3%)	Germany (1.2%)

### YouTube Monthly Statistics:

New monthly subscribers: 600+  
Monthly views: 100,000-125,000  
Monthly Watch Time in Hours: 7,500  
Average View Duration: 12 min.  
Impressions: 600,000  
Click Through Rate: 4.3% - 5%

Our highest engagement on our YouTube channel consists of episodes that involve overland adventures with a Subaru Outback.

Our video comments have ranged from 25 to 1000 comments. We respond to every single comment and will often times respond several times to a single person if they engage a conversation. If they have questions that are beyond what can be responded to via YouTube comments, we encourage them to contact us on our website to discuss their particular needs.

### Our Instagram Feed Statistics:

Followers: 7,154  
Posts: 2-3 weekly  
Engagement: 150-1500 per post  
Giveaways: 1 per month

We have several post types on Instagram and have tested many methods for engagement. Our Outback is most definitely a popular post type as well as featuring other overland ready vehicles. Many of our posts get re-shared elsewhere on Instagram which helps to grow our brand. For instance, Expedition Portal 'discovered' us on Instagram resulting in a popular article about us.

### Facebook Engagement:

Followers: 1,119  
Posts: 2-3 weekly  
Engagement: 8-10 per post  
Group Engagement: 100-300 per post  
Giveaways: 1 per month

Facebook Groups we engage with to spread our content to potential interests.

- iKamper Community
- MtnRoo Community
- Everything Rooftop Tents
- Subaru Offroad International
- Subaru Overland Bound
- Expedition Camping & Overland Vehicles
- MtnRoo Arizona
- Backpacking
- MtnRoo Overland
- Off-Road Overland Camping
- Into The Wild Community
- Crosstrek AWD
- Overlanding Subarus
- Overland Equipment Exchange
- Bote SUP Discussion Boards
- Active, Outdoor Roadtrips
- The Rooftop Tents Group
- Northwest Overland
- Overlanding USA
- Expedition Portal





## MARKETING PLAN

### Website

We launched a new website on March 23, 2020. This very high end website offers in-depth information about our vehicle, our equipment and gear, specific sports we are active in, excursions and events, field services, and access to our channel videos. New features coming soon include a membership portal, expanded event calendar and a wider range of product offers.

**We use our website to grow our brand with:**

#### Credibility and Authority Content

Critical content instills authority on our key service offerings while also maximizing our website.

#### Conversion Landing Pages with A/B Testing

Web pages on the 4XPEDITION.com website with HubSpot embedded forms.

#### Automated Sales Collateral Pages

We've deployed a sales collateral dynamic page generator that allows authorized sales associates the ability to quickly and easily generate their own dynamic web pages that personalize our approved collateral to their target customers. This tool allows marketing to control the content delivery and make changes to foundational templates that will deploy changes across all active sales pages being reviewed real time.

#### White Paper Access Page

We will develop a 'white paper' that requires HubSpot form submission in order for lead to access. We will then use this system to engage with new prospects for vehicle purchases/builds.

### HubSpot Drip Marketing Campaigns

We will build drip messaging automation for three status levels of our leads/customers. We will orchestrate strategic messaging to improve discussion conversion.

### Lead Gen Tools

As we have already engaged to use, we will generate rich content leads through tools such as Perspectify and their robust lead list generator, maximize the usage of LinkedIn Navigator and other tools as uncovered over time.

### Digital Advertising

In some cases we will purchase digital advertising to help promote various components of our initiative. These ad buys will be a part of a larger campaign across all marketing points.

### Social Media Advertising

In some cases we will purchase social media advertising as a part of a larger initiative.

#### Facebook Targeted Ads

Targeted banner ads directing viewers to HubSpot landing pages

#### Instagram Sponsored Ads

Animated sponsor ads directing viewers to HubSpot landing pages

#### LinkedIn Targeted Ads

Targeted banner ads directing viewers to HubSpot landing pages

#### Twitter Targeted Ads

Targeted banner ads directing viewers to





## MARKETING PLAN

HubSpot landing pages

### **Pinterest Targeted Ads**

Targeted banner ads directing viewers to HubSpot landing pages

### **Text Marketing**

Text Drip Campaigns may be used when attending trade shows to engage on the spot with fans and interested parties.

Would redirect to specific landing pages with targeted video/content.

### **Search Engine Optimization**

We will work to improve the ranking of the website by creating content geared around important keywords—several associated outdoor adventure expos.





## THE INFLUENCER

Scott Leuthold, Founder of 4XPEDITION, isn't your typical brand ambassador or niche market influencer. Here are a few highlights of what he brings to the table.

- 30-year expert CMO level marketer
- 16-year brand agency owner
- Internationally awarded graphic designer
- Brand developer for several household name brands
- Experienced earned media developer
- Expert social media administrator
- Award-winning product designer (children's toys)
- Experienced portal platform and app developer
- Award-winning advertising campaigns
- Well-equipped and experienced action photographer
- Experienced videographer, film editor, and storyteller
- Experienced public speaker
- Published author
- Experienced outdoor adventurer
- International following in over 50 countries
- A recognized personality in overland/adventure markets
- Thoroughly field-tested outdoor gear and equipment
- Directly influenced 500+ big-ticket purchases in 2020
- Directly influenced hundreds of thousands of equipment, travel, and gear buying decisions in 2020
- In-depth knowledge of Overland equipment and gear
- In-depth knowledge of the emerging Overland market
- In-depth knowledge of specific vehicles (field testing)
- Well established niche market influencer
- Respected advice expert: overland, camping and outdoor

### Links to Social Media Accounts:

Note, click below or copy and paste into your browser.

<https://4xpedition.com/about-us/connect/>







ANGEL FIRE, NM

ADVENTURE AWAITS  
2022

EC VENTURES, LLC ANGEL FIRE, NM