

Creative Agency Services

Prepared for Fiesta Sports Foundation • July 17, 2026



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Dear Fiesta Sports Foundation Selection Team,

Thank you for the opportunity to submit this proposal. We built Mox to help brands make major shifts — bringing together the right minds to push past basic creative work and drive true transformation. When it is time to step into the unknown, step into it boldly. But wherever you go... go with Mox.

We have a motto around town: Broncos love Fiestas. Boise State has been lucky enough to travel to Glendale four times, and at least one of our roster has been there every time. The Statue of Liberty play is forever ingrained in us. Our appreciation for the Fiesta Bowl runs deep — it has forever changed our team, our alma maters, and our city. It just means more to us, and this would be an absolute honor.

What you'll find in this proposal is a presentation of our current best selves: our full response to the Scope of Services in Attachment A, the starting lineup we'd put on the field, and proof from partners we've served for years.

At a high level, we will approach this partnership according to two principles:

We Make Work that Works: This must be beautiful, but that isn't enough. Creative is meant to solve real problems. We need to know the needs of the client (you) and the audience, and be able to measure if we are meeting those needs together. When the stakes are high — a sponsor deck, a gameday layout, a fan activation — we bring real behavioral rigor so the work performs, not just looks good.

A Commitment To Partnership: I know everyone will say this, we hope to mean it. You already work with advertising, video, PR, social, and media partners — the risk isn't capability, it's alignment. We're built for exactly that: one accountable point of contact, tight communication, and creative that stays cohesive no matter how many partners touch it. We've trained our team to work with the same buy-in as your internal stakeholders — *feeling* like an integrated team member, not a vendor.

We are fully confident that what we can build with you will be profoundly impactful for the Fiesta Sports Foundation. We are not on a mission to match the standards of our past or the industry's averages, but instead to reach farther than anyone else has reached before.

We understand this is a non-exclusive, two-year engagement running August 5, 2026 through June 30, 2028, and we confirm our acceptance of the conditions outlined in this RFP. We are honored to present this to you — if you have questions you can reach us directly at 208-240-7013 or jeff@wearemox.com.

Jeff Barker + Nathan Zanders

Co-Founders of Mox

1. Executive Summary

Founded in 2021 and headquartered in Boise, Idaho, Mox is a full-service creative agency dedicated to work that is visually engaging, strategically grounded, and built to perform.

We are responding to the full Scope of Services in Attachment A — graphic design and branding, creative strategy, marketing and advertising plans, digital and social content, event creative and fan engagement, live activations, presentation design, copywriting, and creative oversight for photography and videography — though we are just as happy to focus on the categories where you need us most.

We run a sharp in-house core, backed by a roster of independent talent we represent. We bring the exact right minds to the table for every job, which allows us to scale fast, hit harder, and build work most shops cannot touch.

At Mox, we focus on three priorities that matter most to our clients:

- Creating work that is intuitive and meaningful for the fans and partners who experience it.
- Clear communication that keeps work on time and on budget — especially during bowl season.
- Driving results through evidence-based data and real behavioral research.

We propose a starting lineup with proven collaboration across sports, culture, and live events, backed by a coaching staff that keeps every play on schedule:

Nathan Zanders, Creative Director

Nathan Warner, Senior Designer

Jeremy James, Senior Designer

Coaching Staff — Jeff Barker & Matt McMorrow

DJ Ramirez, Creative Director

Jonathan Marshall, Creative Director

Ally Miller Buck, Production Designer

Mox carries comprehensive business liability and professional services insurance. Upon award, we will provide certificates naming Fiesta Sports Foundation, Fiesta Events, Inc., Valley of the Sun Bowl Foundation, and The Arizona College Football Championship Foundation as additional insured, with the coverage types, limits, and waivers of subrogation specified in this RFP.

2. Agency Overview

A. Who We Are

Mox was built around the guiding principle: **“Bigger Than The Bottom Line”**. A standard agency is limited by who sits in the room. We are not. We run a sharp in-house core, backed by a roster of independent talent we represent, bringing the exact right minds to the table for every job. Proven methods secure results — but repeating the “industry standard” will only take you so far. To find true success, calculated risk is required. We are not afraid of testing unproven strategies; this is where strategic foundations and novel ideas collide.

Mox Business Information	
Legal Name:	Mox Collective
Address:	1020 S. Main St. #310, Boise, ID 83702
Tax ID:	83-3183860
Date Established:	May 15, 2021
Contact Information:	Jeff Barker, Co-Owner Phone: 208-240-7013 Email: jeff@wearemox.com

Website Link: <https://wearemox.com/>

Portfolio Link: <https://wearemox.com/portfolio>

Our Approach

Defined by a blend of disciplined effort and inventive problem-solving.

- 01 We Train Like Athletes**
We engage in continuous learning and creative-thinking exercises to build stamina and master our craft — so every project is delivered with peak efficiency and performance.
- 02 We Think Like Creatives**
We embrace curiosity, empathy, and strategic questioning to ensure the final design resonates deeply and ethically with the audience.
- 03 We Work Like Engineers**
We apply rigorous, scalable, dependable solutions — work that isn’t only beautiful but is engineered for consistency, maintainability, and performance. This holistic philosophy ensures our work delivers maximum impact and integrity.

B. Our Starting Lineup

Mox is committed to keeping this core team intact through the engagement. Should a team member become unavailable, we will immediately provide a replacement of equal or greater expertise at no disruption to timeline or budget.

We operate on a talent-agency model. Our internal team is intentionally lean, yet we represent a deep bench of top creatives across the country — so we staff each project with the right people for the job, not just whoever happens to be free. Any specialist we bring in works under Mox's direction and standards.



Nathan Zanders, Co-Founder - Creative Director

Nathan oversees visual strategy, community research, and discovery workflows. With more than ten years of experience in creative direction and project production management, Nathan's background is key to grounding Mox's creative process in community needs. *Nathan is in-house in our Boise office.*



DJ Ramirez, Creative Director

DJ specializes in content-driven campaigns that connect brands to culture. He works closely with marketing teams and agencies to develop content ecosystems that are both creatively strong and strategically effective. His work is rooted in storytelling, but designed to live and evolve within culture. *DJ is a contract creative director based in California and Boise.*



Jonathan Marshall, Creative Director

Jonathan brings 15+ years in creative strategy and branding for agencies and Fortune 100 names — Nike, AKQA, Johnson & Johnson, Umpqua — with a focus on public-sector and social-impact work. *Jonathan is a contract creative director on the Mox roster.*



Nathan Warner, Senior Designer

Raised in Westchester, California, Nathan grew up immersed in skateboarding and the counter-culture around it — early punk records, zines, and DIY design. With more than ten years of experience, great mentors, and remarkable opportunities to learn from very talented creatives, he brings a distinct, culture-first eye to every campaign. *Nathan is a contract creative director on the Mox roster.*

**Jeremy James, Senior Designer**

Jeremy is an Art Director with more than twenty years leading scalable brand systems and integrated campaigns across sports, culture, retail, and experiential marketing. He directed national creative initiatives for Gatorade across NFL, NBA, MLB, and NCAA partnerships, translating campaign concepts into multi-channel executions at scale. *Jeremy is a contract art director on the Mox roster.*

**Ally Miller Buck, Production Designer**

Ally brings 7+ years of experience in web and graphic design, shaped by fast-paced environments where flexibility and efficiency matter — from quick-turn production work to building out brands and launching campaigns, including promotions with the Orlando Magic and the Orlando Solar Bears. *Ally is a contract designer based in Idaho.*

**Coaching Staff — Jeff Barker & Matt McMorow**

Jeff Barker (Co-Founder & Chief Operating Officer) and Matt McMorow (Project Manager) are the producers, coordinators, and specialists who keep every play on schedule. Jeff manages this proposal and will be your single accountable point of contact; Matt runs day-to-day coordination, scheduling, and the shared project tracker. *Both are in-house in our Boise office.*

C. Creative Philosophy

At Mox, creativity is not about flash or ego; it's about impact and integrity. We approach every project with humility, persistence, and empathy — striving to understand not just what the story is, but why it matters and who it's for.

Our creative manifesto rests on six principles:

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- 01 Creativity is wise**
Being intellectual is not enough in a creative setting. Knowledge is being right, but wisdom is being right at the right time, in the right way, about the right thing.

 - 02 Creativity is humble**
Creativity takes vulnerability and curiosity. A fight to be right no matter the cost is corrupt business — no longer a creative endeavor. Good creativity is not about me, it is about us.

 - 03 Creativity is persistent**
Having an idea is an insufficient end for the creative. The honest creative wrestles with ideas until the right idea proves itself. This is not easy work, but it is honest work.

 - 04 Creativity is empathetic**
The word empathy itself came into being for the sake of art. Without empathy — an insistent relationship with the audience — creativity becomes imbalanced self-indulgence.

 - 05 Creativity is about questions**
The creative should be the one who has bigger questions than they have answers for — and invites others into that same questioning.

 - 06 Creativity is ethical**
Creativity is about the relationship between creator and audience. Any unethical attempt to manipulate the audience or the truth is a failure of the creative.

This philosophy defines everything we make — from concept to final cut. Through this lens, our team creates work that not only looks beautiful but also connects deeply with people and inspires meaningful engagement.

3. Case Studies

National Carwash Solutions

LENGTH OF RETAINER**5+ years****PROJECT SCOPE****Design Retainer****ASSETS CREATED****2,000+**
ncswash.com

We've partnered with National Carwash Solutions (NCS) for five years running, and we're still going. Over that time we've worked with them in just about every way a creative partner can — but if you boil it down, we've been their strongest problem solvers. When NCS had a problem, they came to us. How do we launch a new product? How do we get people to actually stop by our booth instead of walking past it? How do we become completely unmissable at a show? Those are the kinds of questions we've answered again and again — and the answers showed up as real, produced creative.

The range speaks for itself. Social media graphics, websites, landing pages, videos, event and booth materials, decks and presentations — just about anything a marketing team could dream up, we've built for NCS. Whatever the channel or the deadline, we've been the team they trust to figure it out and deliver.

What makes this especially relevant to the Fiesta Sports Foundation is how we work. NCS has its own internal marketing team and in-house designers, and we don't step on them — we work right alongside them. We regularly share larger projects, dividing the work in whatever way serves the goal. We can lead as creative director and set the vision, or roll up our sleeves as the production design team executing the details — often both on the same project. That flexibility is exactly what an organization with its own team and multiple partners needs from an outside creative shop.

The through-line across five years is simple: NCS keeps coming back because we solve their problems, integrate with their team, and make them unmissable. That's the same partner we'd be for you. Reference: Sydney Quintana, Director of Regional Marketing — squintana@ncswash.com.

Summit Wash Holdings

LENGTH OF RETAINER

4+ years

PROJECT SCOPE

Design Retainer

ASSETS CREATED

700+

Three brands, one family

We've partnered with Summit Wash Holdings for four years running, supporting all three of their brands — Speeders Carwash, Waters Carwash, and Russell Speeders Carwash. Managing creative across a multi-brand portfolio means keeping each identity distinct while holding a consistent standard of quality across the whole family, and that's exactly the kind of work we thrive on.

Over those four years we've done a little of everything for Summit: full rebrands, ongoing social media, landing pages, custom promotional email campaigns, and on-site signage.

We've also helped them show up where it counts — building promotions in partnership with the Orlando Magic and the Orlando Solar Bears, tying their brands to the energy of live sports and local fandom.

That sports-partnership experience is part of why this RFP feels like such a natural fit. We already know how to build creative that lives at the intersection of a brand and a team — promotions, activations, and gameday-adjacent materials that connect with fans. It's the same instinct we'd bring to the Fiesta Sports Foundation: creative that makes the most of the moment and the audience in front of it.

RivTek: “More White Water”

PROJECT SCOPE

Go To Market

DELIVERABLES

Launch Video + socials

We shot RivTek’s “More White Water” campaign to show what the boat can actually do. Using fast drones and low-angle cameras, we tracked the raft through extreme drops. No camera tricks — just a clear, fast-paced look at a heavy-duty raft doing exactly what it was built to do.

The Approach: Prove It, Don’t Claim It

Telling an audience your product is great rarely works; you have to show it. The campaign is proof-first creative: let the product win the moment, then get out of the way. The footage became a hero film and a suite of stills built to travel — cut for social, retail, and sales conversations alike.

What Made It Work

Four choices defined the campaign:

Real Conditions

Fast drones and low-angle cameras tracking the raft through extreme drops — no studio tricks, no staging.

Proof-First Storytelling

The product demonstrates its own value; the film just captures it clearly and gets out of the way.

Built to Travel

One shoot, many outputs — assets cut for social, retail, and sales conversations alike.

Why It Matters Here

Gameday content moves fast. This is the same instinct we bring to live-event creative: capture the moment, keep it real.

4. Scope of Services

A. Design, Strategy & Campaigns

Mox is a full-service creative agency, and we are responding to the full Scope of Services in Attachment A. We build within your existing brand system so everything feels unmistakably Fiesta — though we are just as happy to focus on the categories where you need us most.

Here is how we would satisfy each area:

01

Graphic Design & Branding

Logos, campaigns, collateral, merchandise, and gameday materials are core to what we do. We build within your existing brand system so everything feels unmistakably Fiesta, and we deliver final files in the right formats for print, digital, social, signage, and production use.

02

Creative Strategy & Brainstorming

We don't just execute — we help shape the idea. We'll sit in on ideation sessions, bring concepts to the table, and help direct campaigns from a blank page to a clear creative platform. Curiosity and good questions are how we start every project.

03

Marketing & Advertising Plans

From annual campaign planning to media strategy and cross-platform ad rollouts, we help map the year and then build the creative to carry it. We plan around your season, knowing bowl season carries the heaviest weight.

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- 04** **Presentation Design**
Sponsor decks, executive presentations, recap reports, and recruitment tools — we make your most important documents look as sharp and persuasive as the work behind them.

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- 05** **Copywriting & Messaging**
Campaign copy, taglines, and email marketing come from our in-house copywriter and storytelling team. Clear, on-brand, action-oriented language that sounds like Fiesta.

Our Partnership: How We Plug In

We're built to be one piece of a larger team. To make this partnership hum, we ask that your team provides:

- **Access:** A seat at ideation sessions and monthly strategic check-ins with your VP of Brand & Marketing.
- **Brand Assets:** Your brand system, templates, and existing creative so everything we make feels unmistakably Fiesta.
- **Feedback:** Availability for timely reviews — especially during bowl season, when turnarounds run hot.

B. Digital, Social & Event Creative

Your fans live on digital channels, and your events live in the real world — we design for both. We provide creative direction for social campaigns, graphics, short-form video concepts, and motion design: content built to move fast and perform on the platforms your fans actually live on.

For events, signage, experiential branding, interactive experiences, and community engagement campaigns are a natural fit for us. We design for the moment fans are standing in front of it — using real behavioral insight to make sure the work lands, not just looks good.

Live Activations & Pop-Ups

We handle creative design, production oversight, experience building, and on-site support for fan events. When it's game week and things are moving quickly, we're the partner who shows up and makes it happen. Our approach:

Quick-Turn Creative

Structured to move fast without cutting corners — graphics, signs, and activation concepts on event timelines.

Asset Management

Final files delivered organized and in the right formats for print, digital, social, signage, and production use.

Proactive Flags

We surface timing, production, and budget concerns before they become problems — not after.

We verify that the work performs through real behavioral evidence rather than guesswork. Our approach includes:

Eye-Tracking Research

We've run webcam eye-tracking studies to see exactly what people read, see, and act on — rigor we bring to high-stakes pieces like sponsor decks and gameday layouts.

Real-World Testing

We observe how fans actually interact with creative in context, and refine until the work performs — not just looks good.

C. Photography, Video & Production

To make every Fiesta moment unmissable, your creative partner needs to both direct and produce. We provide storyboard planning, art direction, and coordination with production partners — and when you need the shooting itself covered, we have that too.

Our Production Capabilities

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- 01 Creative Oversight & Art Direction**
Storyboard planning, art direction, and coordination with your production partners — keeping every shoot on-brand and on-message.
 - 02 In-House Production**
We produce brand, testimonial, and event video ourselves, and we direct larger shoots start to finish.
 - 03 An Award-Winning Film Crew**
Our roster includes an award-winning film crew, so we can bring in our own photographers and videographers to capture whatever the moment calls for — from gameday photography to full video production.
 - 04 Motion & Short-Form**
Motion design and short-form video concepts built to move fast and perform on the platforms your fans actually live on.
 - 05 Final Files, Every Format**
Organized, production-ready deliverables for print, digital, social, signage, broadcast, and beyond.
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5. What Sets Us Apart

A. We Use AI Differently

We use AI differently.

We don't use it to cut corners or replace the human element. We use it to handle the heavy lifting — data, organization, first-pass options — which buys us more time to think, refine, and do the thoughtful work that actually matters. For us, it's a tool to make **better work**, not cheaper work.

Evidence Over Guesswork

A lot of creative shops design on instinct. We do too, but we back it up. We've run real behavioral research — including webcam eye-tracking studies — to figure out exactly what people actually see, read, and act on.

Built for Quick-Turn Creative

Bowl season doesn't wait, and neither do live events. Our team is structured to move fast without cutting corners — our project manager keeps everything organized and on schedule so that when you need a graphic, a sign, or a whole activation concept turned around quickly, we're ready.

A Talent-Agency Model, Not a Fixed Roster

Our in-house team is intentionally lean, but we represent a deep bench of top creatives across the country. We staff each project with the right people for the job, not just whoever happens to be free — big-agency range with boutique-agency attention.

The result: when the stakes are high — a sponsor deck, a gameday layout, a fan activation — we bring the rigor and the right specialists to make sure the work performs, not just looks good.

B. Working With Your Partners

We Play Well With Others

You already work with an advertising agency, video partners, PR, social, and media partners. We're used to being one piece of a larger team, and we're good at it. We show up to those meetings, keep creative and messaging aligned across every partner, and make sure everything feels like one cohesive Fiesta brand — not a patchwork of vendors.

Strategy

One accountable point of contact and one team responsible for the work, managed end to end by Mox out of our Boise office.

Execution

We join monthly strategic check-ins with your VP of Brand & Marketing, additional project meetings as needed, and — as directed — meetings with your other partners to keep creative and messaging aligned across the board.

Organized Files, Always

Every concept, draft, revision, and final asset lives in one shared, agreed-upon platform. You'll never have to dig through email threads to find the latest version.

Design Uniformity

Whoever touches the work, we hold one standard — consistent typography, color, and layout DNA that reads unmistakably as Fiesta.

Cohesive Ecosystem

By keeping every partner's creative aligned, we build one brand presence fans intuitively recognize — across advertising, social, PR, events, and gameday.

Deliverables & Reporting

Creative timelines and production schedules, a shared project tracker for active work, organized drafts and final files, event-specific creative plans, and post-event recap notes with key learnings.

Proactive Communication

We flag timing concerns, creative gaps, production needs, and budget implications before they become problems.

Season-Aware Planning

We know the months leading up to the bowl game run hotter than others. We build for it: when you need more of us, we're there; when things quiet down, you're not carrying overhead you don't need.

C. Concessions & Giving Back

We'd be genuinely glad to build a reciprocal relationship with the Foundation, and we're flexible on what that looks like. A foundation that champions youth, sports, and education across Arizona is exactly the kind of partner we want to do great work for — this is what "Bigger Than The Bottom Line" means to us.

A Few Options We're Open to Discussing

We'd rather shape the specifics together once we understand your priorities, but the short version is: we're a partner who wants to give back, and we'll meet you halfway to make that real.

Donated & Discounted Creative

A set number of pro-bono or reduced-rate creative hours each year toward the Foundation's charitable and community-impact work — the events and campaigns that serve Arizona youth, sports, and education directly.

Sponsorship & Ticket Support

We're open to purchasing tickets, sponsoring a table, or backing a Foundation event as an engaged partner rather than just a vendor.

Trade & In-Kind Services

Where it makes sense, we'll consider trading creative or production services in exchange for sponsorship visibility, event access, or promotional value.

Cross-Promotion

We'd love to feature our partnership with the Fiesta Sports Foundation across our own channels and portfolio, helping tell the story of the great work you do across Arizona.

Beyond the Scope

If your team is trying to "crack the code" on a new challenge, we are the partner you call. Our capabilities include:

Full-Service Creative

Video production (brand/testimonial/event), email campaigns, and go-to-market strategies.

Consulting

Marketing consulting for your internal teams and expert branding design.

Referral Network

For specialized needs outside our lane, we're happy to recommend trusted partners who lead the industry in that specific field.

Mox Collective is a registered LLC in good standing in the State of Idaho. We carry comprehensive business liability and professional services insurance, and our roster includes an award-winning film crew.

What You Can Expect

Quick-turn creative: built for bowl season, live events, and game week.

A talent-agency model: the right specialists for every job, under one accountable team.

One cohesive brand: creative that stays aligned across all your partners.

Evidence over guesswork: behavioral research when the stakes are high.

Our typical response time is around 30 minutes on urgent issues.

6. Collaboration and Communication

Our Creative Manifesto is built on the belief that a successful partnership is rooted in radical transparency and shared purpose. We don't just act as a vendor; we act as an extension of your team — and of the partner ecosystem you've already built.

We'll maintain regular communication by email, phone, Slack/Teams, and virtual meetings, and we're built to support quick-turn creative needs during live events, launches, and bowl season. Our role is to simplify complex decisions, avoid unnecessary jargon, and move at the pace your calendar demands.

Centralized Management: The Client Portal

To remove the stress of tracking emails and attachments, we provide a dedicated Client Portal and a shared project tracker — your team's single source of truth, accessible 24/7.

- **Review Work:** Approve concepts, drafts, and final files in one place.
- **Track Progress:** See creative timelines, production schedules, and project statuses.
- **Accountability:** Access all contracts, invoices, and project documents instantly.
- **Direct Access:** For internal task management, we use ClickUp and can provide your team access to our workspace.

Ongoing Sync and Quick Access

We can join your monthly strategic check-ins with your VP of Brand & Marketing, additional project meetings as needed, and — as directed — meetings with your advertising, video, social, PR, and media partners to keep creative and messaging aligned across the board. We have your back, and we've built our entire workflow to prove it.

7. Engagement Term & Timeline

This is a non-exclusive, two-year creative engagement running August 5, 2026 through June 30, 2028. Rather than a fixed phase-by-phase build, the work flexes with your calendar — we know the months leading up to the bowl game run hotter than others, and the workload won't be evenly spread across the year. That's fine by us; we build for it. When you need more of us, we're there; when things quiet down, you're not carrying overhead you don't need. Our project manager keeps everything organized and on schedule, proactively flagging timing concerns before they become problems, and we're structured to support quick-turn creative during live events, launches, and bowl season. The milestones below sketch how we'd expect the engagement to unfold; the specifics get locked in together during kickoff.

8. Cost Information

Our financial approach is rooted in transparency and flexibility. Because this is a two-year, non-exclusive creative engagement rather than a single fixed-scope build, we've structured pricing to flex with how much you actually need us — no bloated retainers, no paying for hours you don't use. We'll be upfront: without the full scope defined yet, it's tough to hand you a single clean number. What we can tell you is the range: our retainers typically run from \$3,500 to \$20,000 a month, depending on scope and complexity. Once we understand what you actually need — how many projects, how often, how heavy the production — we'll land on the right number together.

MONTHLY RETAINER RANGE

\$3,500 – \$20,000

Scoped together after a first conversation — as an Active Project Retainer, hourly work, or a mix of both.

We typically work one of two ways, and we're glad to do either (or a mix of both). **Two Ways to Engage**

Active Project Retainer: For a single flat monthly fee, your team gets a set number of active projects running at any given time. As one wraps, the next moves into an open slot — a predictable monthly cost and a steady creative pipeline without renegotiating every piece of work. **Hourly:** For ongoing, as-needed creative and quick-turn work, we bill by the hour at the rates on the next page.

- **The Right Talent for the Task:** We assign the right level of talent to each job, so you're never paying Creative Director rates for production work that a Production Designer should handle. That keeps your spend efficient and honest.

**We flex with your season. The months leading up to the bowl game run hotter than others — when you need more of us, we're there; when things quiet down, you're not carrying overhead you don't need.*

Fees, Pass-Throughs & Assumptions

There are no ancillary fees, tariffs, or hidden costs in our rates. If a project ever requires a specialized third-party tool, license, or outside production cost, we'll present it to you transparently up front and pass it through at cost with zero markup.

We don't anticipate any supply-chain disruptions affecting our ability to deliver. Any specialist from our roster works under Mox's direction at the rates quoted — you'll never manage a patchwork of vendors or surprise invoices.

Hourly Rate Schedule

Role	Billing	Rate
Hourly Rates		
Creative Director	Hourly	\$200.00
Senior Designer	Hourly	\$125.00
Production Designer	Hourly	\$75.00
Other Staff	Hourly	\$125.00

Our References

Drew Roberts — Marketing Director

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