

events • energy • experiences

Build brand momentum and leave a lasting impression.



evenenergy

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Make a Human Connection

Events are more than just entertainment—they're an opportunity to showcase the heart and soul of your brand. They're about fostering connection and creating memorable, magical experiences. That's where we come in. Positioned at the crossroads of event planning and unforgettable moments, we're here to help your audience form lasting, meaningful connections with your brand.





Partnership Power

Why not relax and enjoy your event for a change?
You can trust us to be a creative, collaborative partner
who pays attention to the details and has your back at
every turn.

With over 25 years of of experience and expertise in
everything from story development and event planning,
to logistics, permitting and production, we're ready with
whatever you need.

Your Story Our Spark

You work hard to ensure people know who you are. We work hard to help people connect with your brand in the most human and tangible ways. Because we put your story center stage, every detail ladders back to your brand.



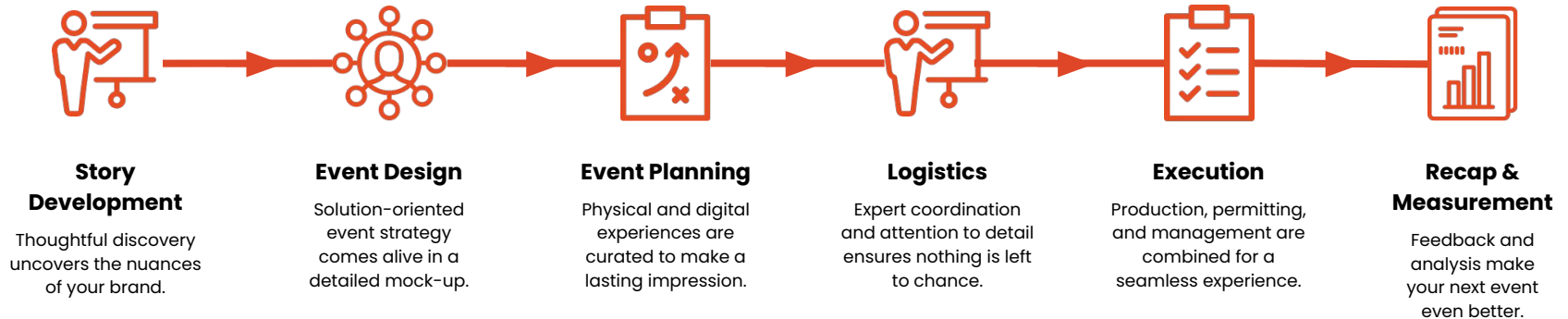


Shaping Your Strategy

Your business objectives are the foundation of a successful event strategy. We begin by thoroughly analyzing your goals and understanding the outcomes you want to achieve. Then, and only then, do we dive into designing customized experiences for your brand.

Crafting Your Event

We listen. We question. We imagine. We put you at the center of an intentional, thoughtful process where we dream big together.



At Your Service

We have decades of experiential marketing under our belt, and the energy, creativity and imagination to make your wildest event dreams a reality. We create tangible experiences that move people to action.

Partners & Projects

We work with small businesses to Fortune 500 companies, and everyone in between.



Event Capabilities

From a crowd of a hundred thousand at the Plaza Art Fair, to thousands sampling at each of Smithfield's Get Grilling America tour stops, to hundreds at McCownGordon's 25th Anniversary, we've produced events of every size across the country.



Brand Activations | Conventions & Conferences | Corporate Meetings
Experiential Events | Galas | National Tours | Pop Ups | Product Launches
Promotions & Sweepstakes | Sponsorship Fulfillment | Trade Shows



Promotions

We design creative promotions tailored to your project and objectives.



Sponsorships

We identify and develop sponsorships that are the best fit for your brand.



Core Values

We've shared our capabilities and our experiences. Here's our guiding values, that make up who we are as individuals and as your team.

Work Hard: Commit fully to clients and projects, deliver quality results.

Have Fun: Embrace joy and balance, check our ego at the door, and don't take ourselves too seriously.

Get Creative: Innovate, think outside the box, and bring unique ideas to the table.

Maintain Integrity: Speak the truth, take accountability, uphold transparency, and be kind.



Opportunity

The Downtown Council of Kansas City recognized the need to revitalize its annual luncheon where it showcases the year's achievements.

Approach

Focus on: Innovative Production, Exciting Entertainment, Impactful Networking.

Results

Attendance Growth - 200 to nearly 1000.

Exhibitor Engagement - Space sellouts every year



Case Study

Business Meeting

Downtown Council of Kansas City, Annual Luncheon

Opportunity

The University of Kansas Health System outsourced management of their premier fundraiser to free up their development team to focus on revenue generation.

Approach

Developed a tailored event strategy that enhanced the guest experience via digital ticketing, optimized layouts, and elevated dining and entertainment.

Results

Record funds raised for cancer | Saved hundreds of staff hours | 4,000 happy patrons and guests.



Opportunity

Smithfield wanted consumer engagement support for the launch of their new breakfast sandwich product.

Approach

Engaged consumers at high-traffic locations in key east coast markets.
Retrofitted a food truck, cooked samples, and drove consumers to retail.

Results

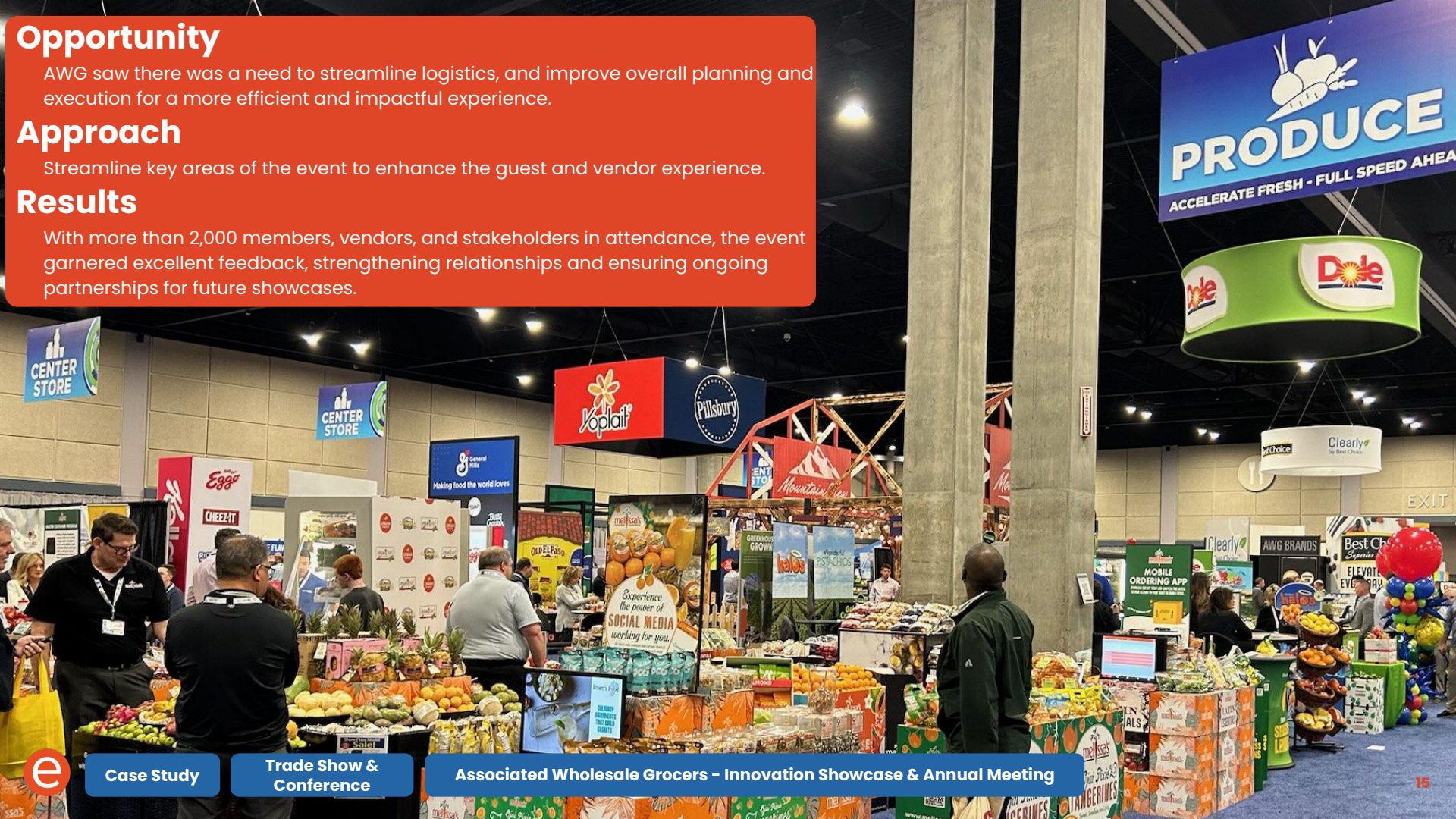
Tens of thousands of sandwiches sampled.
PR/Media impressions and placements and coupon redemption exceeded goals.



Case Study

Product Launch

Smithfield Breakfast Sandwich Launch – Food Truck Sampling Tour



Opportunity

AWG saw there was a need to streamline logistics, and improve overall planning and execution for a more efficient and impactful experience.

Approach

Streamline key areas of the event to enhance the guest and vendor experience.

Results

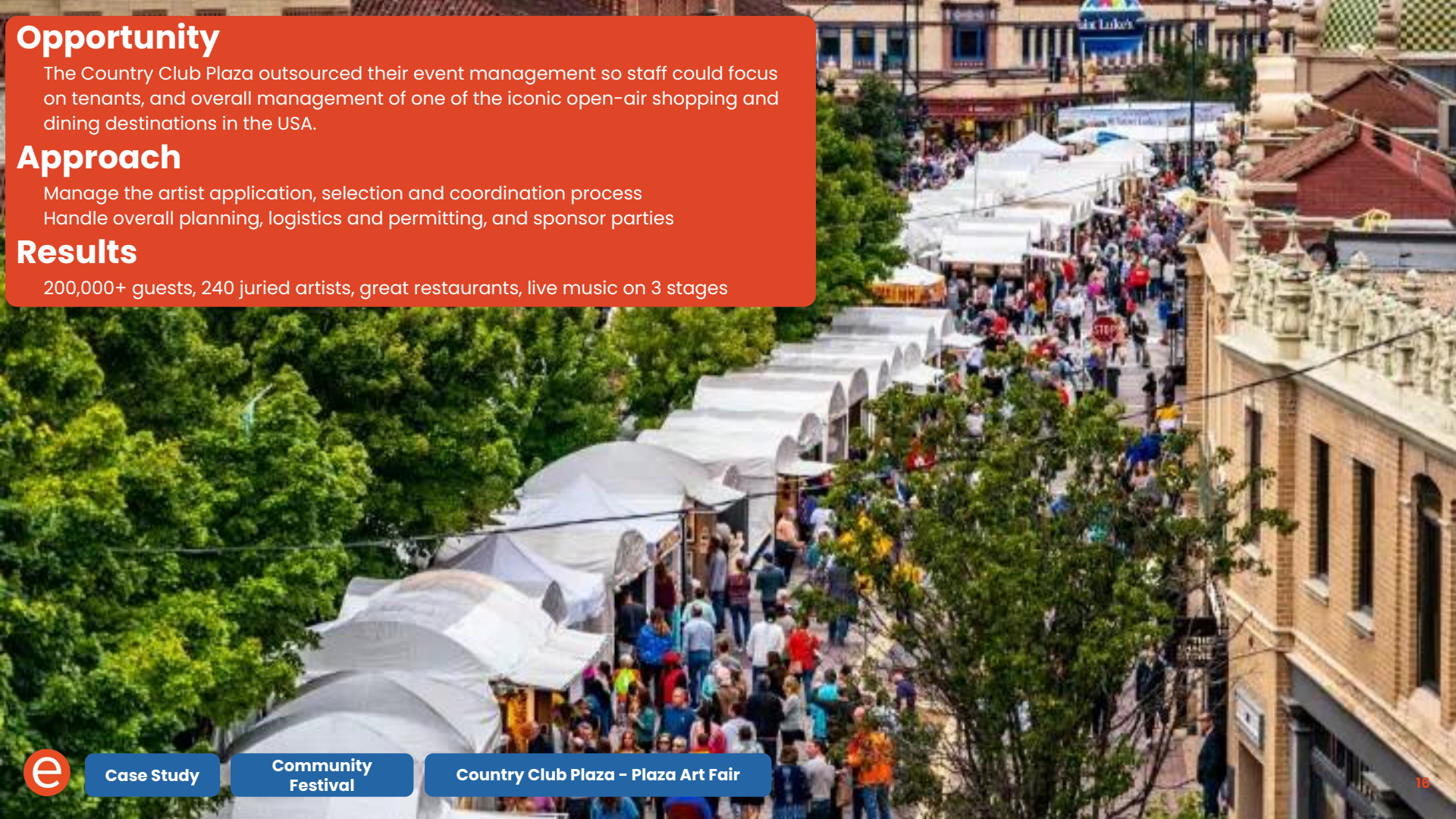
With more than 2,000 members, vendors, and stakeholders in attendance, the event garnered excellent feedback, strengthening relationships and ensuring ongoing partnerships for future showcases.



Case Study

Trade Show & Conference

Associated Wholesale Grocers - Innovation Showcase & Annual Meeting



Opportunity

The Country Club Plaza outsourced their event management so staff could focus on tenants, and overall management of one of the iconic open-air shopping and dining destinations in the USA.

Approach

Manage the artist application, selection and coordination process
Handle overall planning, logistics and permitting, and sponsor parties

Results

200,000+ guests, 240 juried artists, great restaurants, live music on 3 stages



Meet Your Magic-Makers



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Connolly**

Founding Partner



**David
Steffano**

Managing Partner



**Ashley
Broockerd**

Partner, VP Client
Services



**Jenny
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Let's Get Started



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