

# PUNCH

event marketing & management | sponsorship | creative services

## **Who is PUNCH?**

PUNCH started as a cooperative venture among former coworkers with an award winning formula for successful event marketing and promotion. After many years of experiencing the tremendous hunger for sponsorship education and training among various types of organizations seeking our assistance – both public and private – we realized that the time was ripe to fill this hole in the marketing industry by offering our unique skills, systems, and approach to partnerships in the form of PUNCH Event Marketing. By fostering an atmosphere of collaboration, creativity and excitement with each of our clients, we have been able to produce an unmatched track record for creating highly successful promotional programs, long-term partnerships, and a high return on investment for our clients. Add to this formula the vision, style and skill of our resident graphic designer, and you have a team that far exceeds the capabilities of any traditional advertising agency, production company, or consulting firm. PUNCH Event Marketing is:

## **Rachel Trice, CFEE – President & Director of Sales & Marketing**

A 15-year veteran of the festivals & events industry, Rachel is a rare expert in the sponsorship industry with a rich and varied background in event production & programming, marketing & media planning, and sponsorship consulting. In Oregon, Rachel has produced the Bend WinterFest, sold partnerships for the US Figure Skating Championships 2005, served as the Executive Director of the Oregon Festivals & Events Association, and teaches sponsorship courses as an adjunct professor for the University of Oregon's Festivals & Event Management Certificate Program. She is a regular speaker at industry functions including Northwest Festivals & Events Conference, National Parks & Recreation Association, American Marketing Association and the Oregon Governor's Conference on Tourism.

Most recently, Rachel led the re-branding and creative direction for the Portland Rose Festival's Centennial Celebration as the Director of Sales & Marketing, where she oversaw all corporate partnerships & sales, launched the festival's new creative direction, and facilitated all media relationships. Under her direction, the marketing staff achieved the highest honors bestowed on any festival or event – the International Festivals & Events Association's (IFEA) Grand Pinnacle Award for the top festival in the world. The festival received a total of 30 Pinnacle Awards (competing against the likes of the Kentucky Derby, the Pasadena Tournament of Roses and the Indy 500), with the majority of those awarded for the event's marketing efforts, including: sponsorship programs, custom promotions, branding initiatives, advertising, collateral pieces and broadcasts.

Rachel holds a degree from the University of Southern Indiana in Communications, Advertising, & Public Relations, and holds her Certified Festival & Events Executive (CFEE) accreditation from the International Festivals & Events Association. Rachel was also recently named one of the Top 100 Most Powerful Women in Portland.

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### **Kerry Muntz – Vice President & Sponsorship Specialist**

Upon earning her Master's Degree in Public Administration, Kerry spent her early career working in non-profit management where she quickly discovered she had an innate knack for fundraising and creating lucrative partnerships between like-minded people and organizations. Using these skills, she served as a regional sales manager for a grassroots lobbying group; managed fundraising programs for senior citizen service agencies; and secured federal and state grants for health programs at the Montana Area Health Education Center (AHEC). Translating her passion for fundraising to the private sector, Kerry then spent over three years as Red Bull Sales Representative for the greater Portland metro area, where she managed 200+ accounts in an eight-city territory and was promoted to New Account and Territory Development for their local distributor. In this role, Kerry's responsibilities included: opening new accounts and increasing points of distribution for one of the most profitable and well-recognized beverages in the United States; fulfilling corporate marketing, merchandising and display goals; "cold-calling" on a daily basis to expand product distribution territory; increasing product presence in the on-premise market; and promoting Red Bull's largest national event, *Flugtag*, throughout the downtown Portland area.

In 2004, Kerry began her position as Sponsorship Manager for the Portland Rose Festival Association under the direction of Rachel Trice. It was at the festival that Kerry and Rachel formed a model system for successful event marketing and sponsorship programs, as well as the foundation for a rich friendship and professional partnership. As Sponsorship Manager, Kerry worked in concert with the sales and marketing team, the entire staff, board of directors and volunteers for the sole purpose of developing sponsorship revenues for the Portland Rose Festival Association. There, she developed, maintained and managed a major portion of the Association's corporate sponsor relationships for all events and programs, working in conjunction with the Director of Sales & Marketing; served as a liaison with Rose Festival Board of Directors, committee chairs and event managers for a designated list of sponsors' contract, logistical and marketing matters; and developed customized proposals, comprehensive sponsorship programs and sophisticated promotions to achieve clients' event marketing objectives.

Kerry's genuine interest in people and enthusiasm for creative collaboration and professional synergy is the key to her passionate approach to business development for any organization or event. While revenue generation is her primary goal, Kerry's motivation is to create truly unique, productive, rewarding and long-term relationships for her clients.

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### **Keith Trice – Art Director & Graphic Designer**

Keith is not your average freelance artist – with his keen sense for aesthetics and more than 15 years of experience in retail marketing and sales, product packaging, graphic design and clothing design, he is the "quality control" for every graphic and retail marketing element that we create for our clients.

Keith's early position as a manager and buyer for retail snowboard, skate, and ski products in the Pacific NW – the hub of the snowboard/skate culture in the 1990s – became a launching point for his future position as Sales & Marketing Coordinator for M3/MLY Snowboards and Chorus Snowboards, where he cultivated a unique approach to the companies' brand marketing, trade show management, retail

product packaging & display concepts, and point of purchase (POP) material & program production. Keith created the complete in-store POP programs for these companies, including everything from the design of the pieces to shipping logistics and custom "concept store" build-outs in specialty stores. From there, Keith launched a career as a successful freelance artist and graphic designer for an impressive portfolio of retail, non-profit and corporate clients, most notably Fred Meyer and their private label clothing line, for which he designs custom art for their boy's youth apparel, which have been the best-selling items for two seasons in a row. Also in retail, Keith designed the original logo and packaging for Boogie Wipes, a new children's product sold nationally, and a complete line of game table graphics (air hockey, foosball) for Harvard Game Tables.

Most recently, Keith designed the complete portfolio of IFEA Award-winning graphics, logos, merchandise, collateral, signage and advertisement design for every event and marketing campaign of the Portland Rose Festival's Centennial Celebration, including Best Event Program, Best Single Newspaper Display Ad, Best Overall Merchandising Program and Best Company Image Pieces. We simply couldn't create PUNCH without enlisting him, regardless of the fact that he's married to the President.