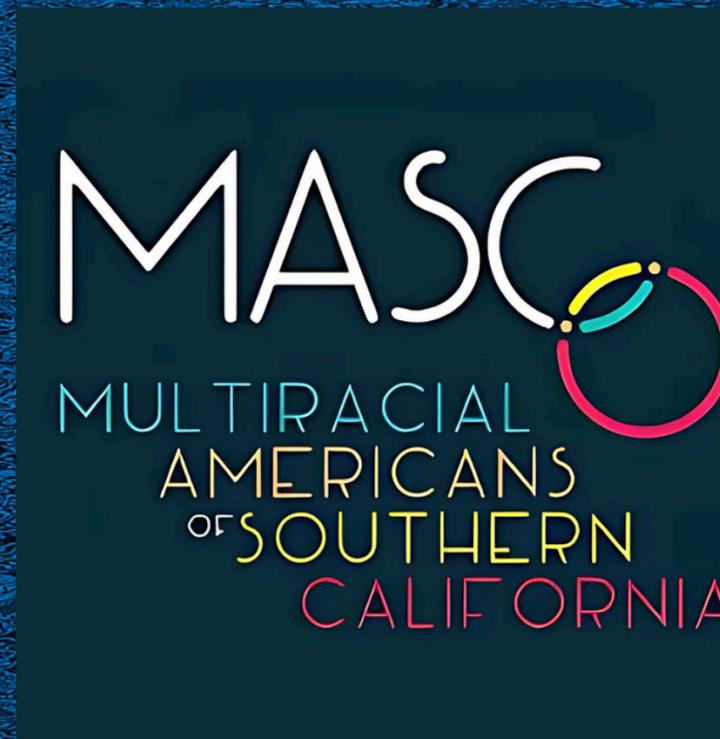
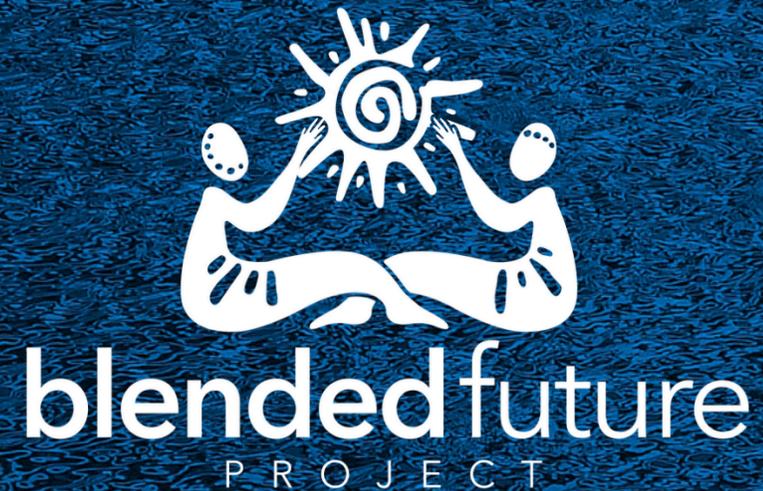


FROM CREATIVE LAB TO CLIENT SOLUTION

A Case Study in Replicable Impact



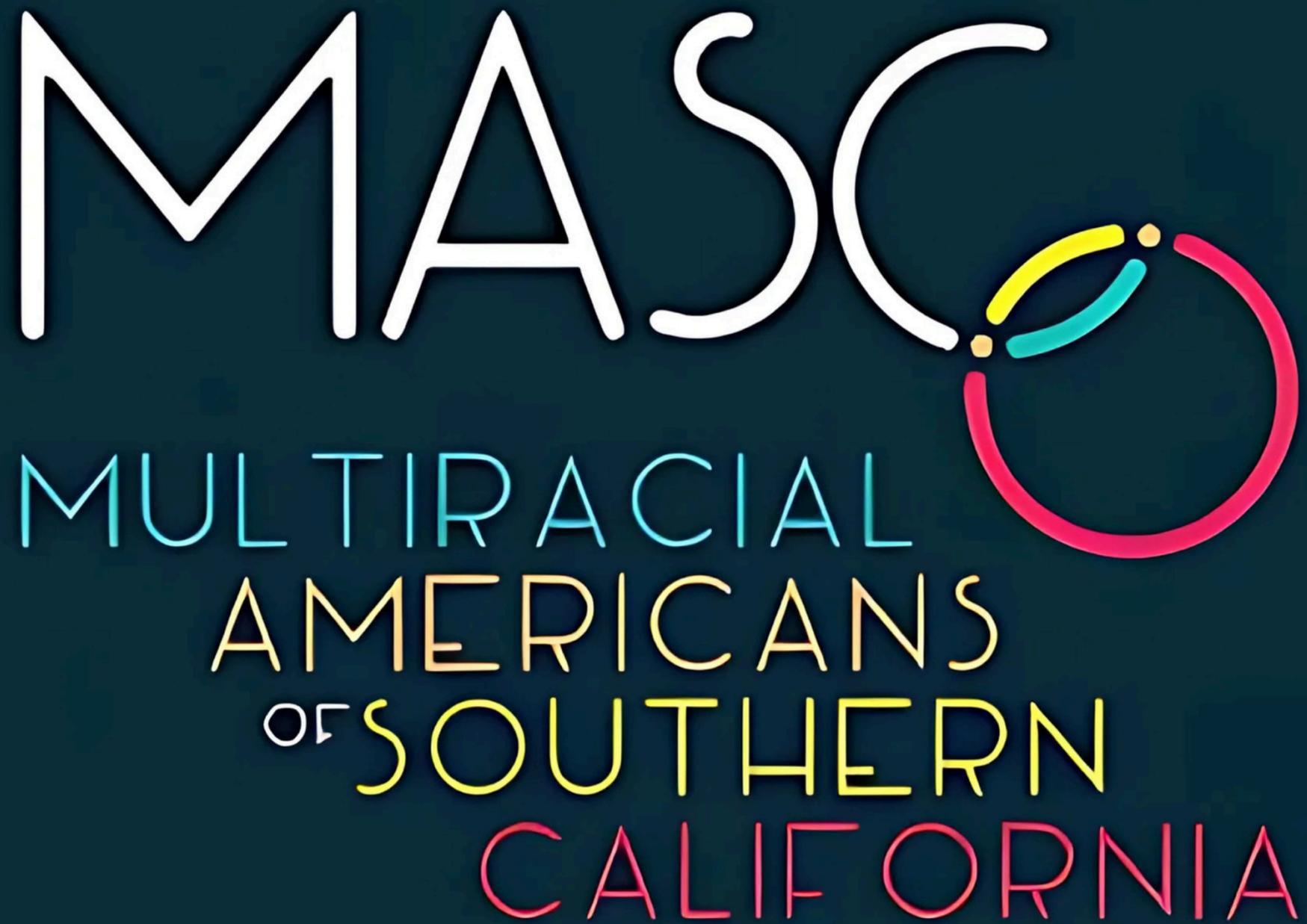
THE NONPROFIT'S PARADOX



INCREDIBLE WORK



OVERWHELMED STAFF



THE CHALLENGE

MASC had a great vision for their Loving Day event but faced a classic capacity gap.

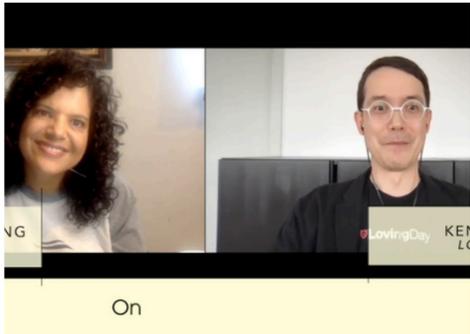
- Lacked in-house technical expertise for a virtual event.
- Team was overstretched with core programs.

THE R&D LAB: A LIVE DEMO

We proved our value by having our future client experience our work firsthand in our creative lab:
The "ReMixed" Online Festival.



THE EVOLUTION



2021: THE PILOT

Delivered Loving Day virtual event + social clips. Solved the immediate need.



2022-2023: THE EXPANSION

Produced live concerts, creating full-length films and recap videos. Became their de facto media department.



2024: THE ULTIMATE TRUST

MASC becomes the official fiscal sponsor for our feature film, Concrete River.

MEASURING VALUE & TRUST

OUTPUT (WHAT WE DELIVERED)

OUTCOME (THE BENEFIT FOR MASC)

Full-Service Event Production

Solved the Capacity Gap

A Library of 15+ Video Assets

Created a Year-Round Engagement Engine

Increased Production Value

Enhanced Brand Credibility

Deep, Trust-Based Partnership

Fiscal Sponsorship for "Concrete River"

YOUR BLUEPRINT



**PARTNER WITH
A CREATIVE LAB**



**TREAT EVENTS AS
CONTENT MULTIPLIERS**



**USE A PILOT PROJECT
TO BUILD TRUST**

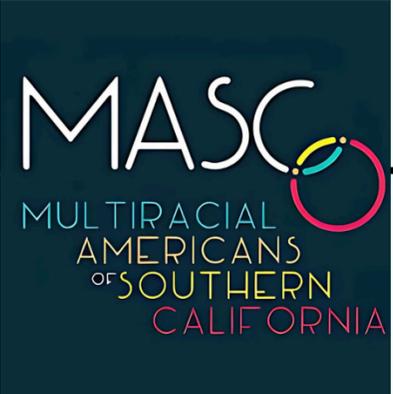
OUR METHODOLOGY



CREATE ORIGINAL WORK



TEST & VALIDATE PROVEN MODELS



APPLICATIONS FOR PARTNER CHALLENGES



BUILD NEW ALLIANCES

JOIN US

Let's talk about how this model can help turn your next project into a long-lasting strategic asset for your mission.

Maris Lidaka

THE BLENDED FUTURE PROJECT

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