

—EXTREME PR—

THE PERFECT TEAMMATES
FOR YOUR EXPANSION TO THE AMERICAS



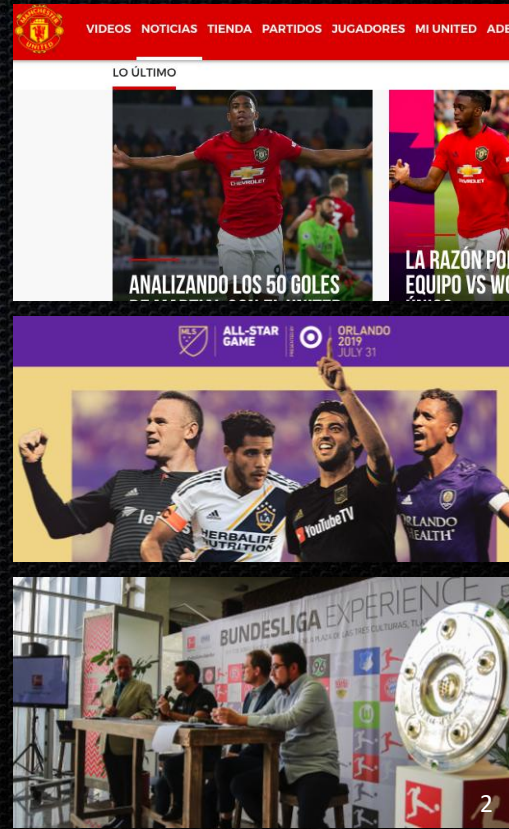
OUR VISION

BE YOUR “BOUTIQUE” AGENCY IN NORTH & SOUTH AMERICA:
ASK US ANYTHING AND WE WILL DELIVER IT TO YOU.

EXTREME PR is a Pan-American, Sports Marketing agency, founded in Mexico City in 2011, by Miriam Ortiz, ex Red Bull Global Comms Officer.

With 25 years of experience in the sports industry and proven track-record of accelerating the international expansion of top properties, we will

- Transform your PR & Marketing objectives into strategy,
- Execute a creative plan, inline with your targets,
- Reach new audiences, build engaged communities, and generate international growth.



OUR SERVICES

EXTREME PR IS A “ONE STOP SHOP” AGENCY:

WE OPERATE AS THE EXTENSION OF YOUR MEDIA TEAM, AND YOUR MARKETING & PR DEPARTMENT, COVERING ALL YOUR NEEDS.

We have three pillars of services:

CONTENT

- Localization
- Storytelling
- Community Management
- Design / Video

COMMS

- Brand building
- Strategic PR
- Amplification / Influence
- Media Partnerships

MARKETING

- Campaigning / CRM
- Experience Marketing
- Event Production / B2B and B2C
- Commercial Development & Partnerships

OUR PRESENCE

OUR MOTTO: "THINK GLOBALLY, ACT LOCALLY"

EXTREME PR covers the Americas and has built alliances with partners in other regions.



OUR EXPERTISE

WE SPEAK YOUR TARGET AUDIENCE'S LANGUAGE:
OUR JOB IS TO DEVELOP NEW, LOYAL AND ENGAGED FANS FOR YOUR BRAND.

AUDIENCE DEVELOPMENT

- International Marketing
/ Market penetration strategy
- Staff and Contractors in USA,
Colombia, Argentina, and Brazil
- Preferred partners in EMEA,
MENA and China

STRATEGIC PARTNERSHIPS

- PR & Comms with
local and regional media
- Alliances with clubs, leagues, and
federations
- Activations with national
broadcasters and media partners

IN-MARKET ACTIVATIONS

- Event production
- Tailor-made experiences
- Logistics, BTL, and Digital
- Sales support
/ Licensing, Monetization,
Partnership

OUR EVENTS

WE PRODUCE TAILOR-MADE EVENTS IN MEXICO & LATAM.

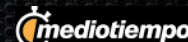
FAN EXPERIENCES
PRESS OPERATIONS

BUSINESS SUMMITS
SPECIAL EVENTS



OUR WORK

IN THE PAST 10 YEARS WE HAVE WORKED WITH THE BIGGEST SPORTS BRANDS AND MEDIA.



—EXTREME PR—



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