



# Connect, Create, Instigate!



*The Instigators* engage attendees through interactive moments that inspire **creativity** and **gratitude**. We break down social barriers through **play** and encourage **full participation**.

# Who are we?

We're a group of **radical fun seekers** creating **unforgettable experiences for our audiences**. Each instigator utilizes their unique skills and deep understanding of the target market to **foster moments of creative connection through art, performance, and play**. Together we stop people in their tracks and welcome them into the magnetic environments we create.



MOONRUE  
2023

# What do we do?



Hosting scheduled and spontaneous pop-up activations at music festivals are our specialty:

- Ingress and Egress Line
- Themed Parties with
- Talent and Game Shows
- Crafting Activations
- Braid Bar
- Body Painting and Glitter
- Field Games
- Parades
- Go Go Dancing
- Grounding Exercises
- Yoga & Meditations
- Sharing Informational Brochures and Cards



# Ingress Line Activation

Our Ingress troupe shows up in full costume with bubbles, cool mist, mega phones, affirmation cards and more. We're masters at welcoming, distracting and entertaining patrons as they arrive to the festival.

We voice talking points that festivals and brands want to promote.

**In addition to welcoming, we keep the crowd moving to ensure a safe and timely ingress by identifying and alleviating bottlenecks.**



# Where have we been?

- Holy Ship! Bahamas 2018, 2019 (4,000 attendees)
- Holy Ship! Wrecked Dominican Republic 2020, Mexico 2021 (2,500 attendees)
- Electric Forest, Rothbury MI 2019 (43,000 attendees)
- Moonrise, Baltimore MD 2019 (30,000+ attendees)
- A&B Group Therapy Weekender, George WA 2019 (25,000 Attendees)
- Lost Lands, Legend Valley OH 2019, 2021 (35,000+ attendees)
- Okeechobe Festival, Okeechobe FL 2020 (30,000+attendees)



Our activities provide **group and one-on-one settings** where we **meaningfully connect** with our **audience**. Each attendee walks away from our activations with a **craft, service, or experience** that will be an **unforgettable memory** from their time at the festival..

**Participation is Key!**



# What about the numbers?

We cater to a variety of events, participants, and interactions. Each event is different and has unique needs. We work with you to meet these needs.





We are **festival people**. Each of us have been a part of the community long before we began working in the industry. We share a deep understanding of this target market. Now we aim to connect our people with **brands who can enrich their lives and festival experiences**.

We'd love to collaborate with like minded businesses and festivals to bring more value to our audience.