



**HUECO
TANKS**

ENTERTAINMENT ASCENT

Presents



The Sports Office Big Bear

High-Altitude Performance,
Activation & Events Platform

Elite training. Brand activation. Destination-scale execution.



What Is The Sports Office?

The Sports Office is the umbrella organization behind a fully integrated high-altitude performance and activation ecosystem.

Three Core Pillars

The **High Altitude Training Center (HATC)**

A 16,000 sq ft flagship training, recovery, and hospitality facility.

Elite Team Camp Management & Operating Services

Permitting, logistics, staffing, safety, hospitality, and execution.

Events, Media, & Activation Production

Broadcast and content, competitions, brand activations, and destination-scale events.



Why the TSO?

One operator. One campus. One system.

- Four connected activation zones
- Full kitchen, café, and hospitality
- Elite athletes + mass audiences
- Destination-backed execution
- Events from 20 to 50,000+
- Year-round, multi-sport credibility

This isn't a venue.

It's a sports activation operating system.



Why Big Bear?

A proven performance destination

1. **6,752 ft "Goldilocks Altitude"**: Ideal elevation for endurance, strength, and recovery adaptation — high enough to matter, low enough to sustain.
2. **300 Days of Sunshine**: Reliable weather for year-round training, events, and activations.
3. **A Backyard Playground for 25M+ SoCal Residents**: Massive, drive-to audience across Southern California.
4. **One Destination. Every Environment.** Mountain, lake, forest, trail, and village — all within minutes.
5. **8M+ Annual Visitors**: Proven tourism engine with year-round demand.
6. **Unmatched Accessibility**: ~2 hours from Los Angeles, San Diego, and Palm Springs, plus access to 5 international airports.
7. **True Four-Season Destination**: Winter sports, summer lake life, and shoulder-season endurance and events.
8. **Three Resort Mountains**: Skiing, snowboarding, downhill, and mountain biking — year-round action sports infrastructure.
9. **A Year-Round Sports & Adventure Hub**: Home to two dozen+ pro and amateur events, plus world-class fishing tournaments, off-roading, car shows, equestrian sports, zip-lining, retro arcades, axe throwing, and more.
10. **A Proven Training Ground for Champions**: Decades-long home to world-class athletes across boxing, endurance, and strength sports — including Olympians, champions, and elite professionals training quietly and consistently.



The HATC Campus At a Glance

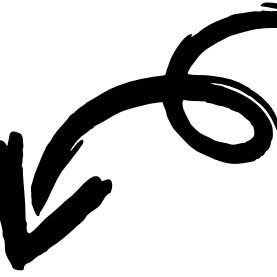
A connected, front-to-back activation campus integrates diverse spaces to enhance athlete performance, host events, and provide immersive experiences, fostering engagement and versatility for all users.

Located along Big Bear Blvd in the heart of the Village, the campus includes:

- 16,000 sq ft flagship performance facility
- Big Bear Blvd front-facing activation slab
- 3,000 sq ft build-to-suit activation building
- Rear garage + staging / activation space
- On-site parking for 50+ vehicles
- Additional public parking for 1,000 within 5 min walk

All zones are connected, programmable, and brand-ready.

How the HATC Campus Works



Four zones. One system.

Zone 1: Train

- Daily performance, elite athletes, long-term brand exposure.

Zone 2: Activate

- High-visibility arrivals, pop-ups, and media moments.

Zone 3: Host

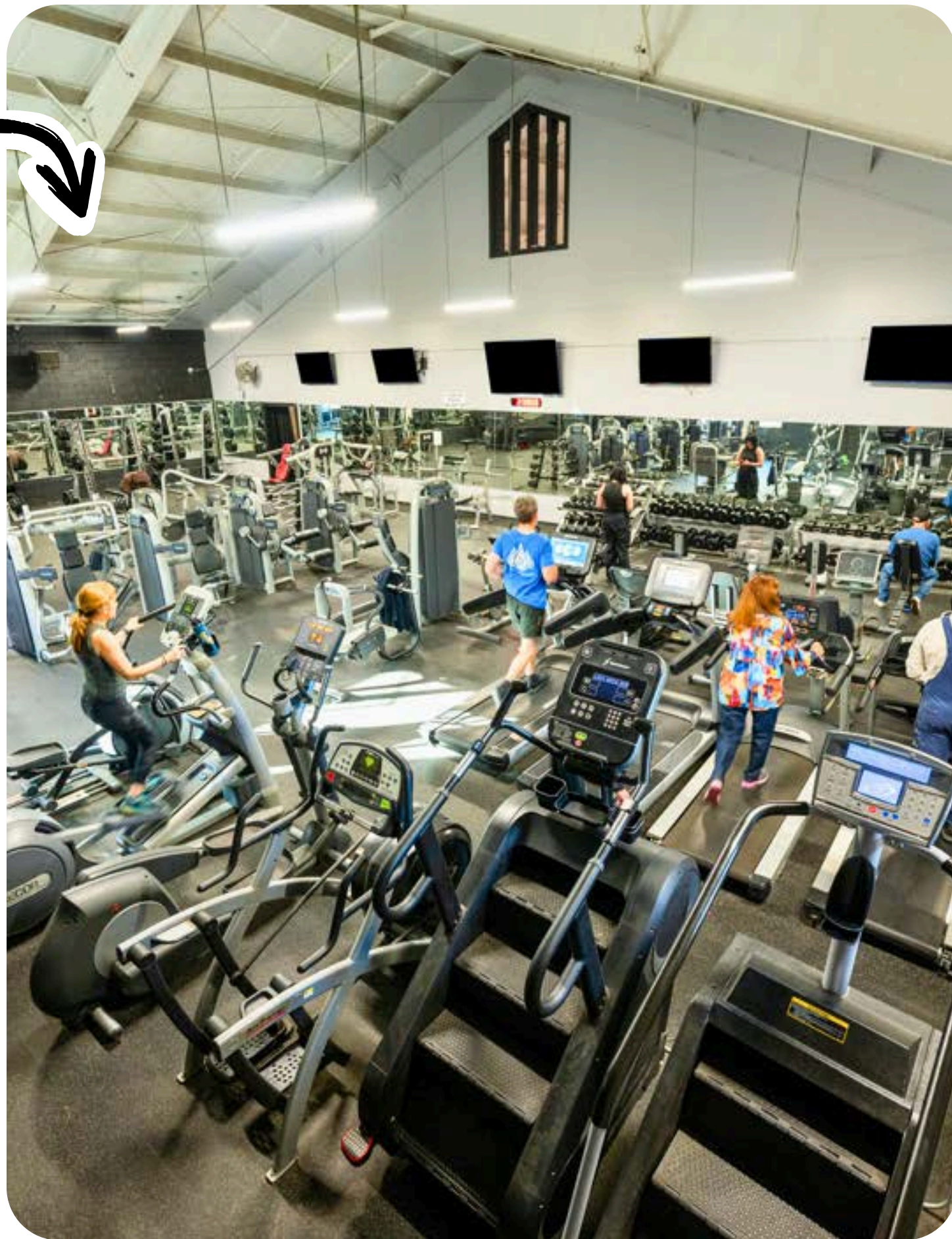
- Immersive brand environments, panels, dining, and storytelling.

Zone 4: Demo & Scale

- Equipment demos, vehicles, overflow, and experiential

Each zone works alone — or together.





ZONE 1: TRAIN

HATC Main Gym
(16,000 sqft)

THE ENGINE OF THE PLATFORM

CORE COMPONENTS

Primary strength & conditioning floor
Turf, mobility, cardio, and recovery
Dedicated MMA & combat sports quarters
Upper-level balcony for VIPs, teams, and content

FUEL AND HOSPITALITY

Full commercial kitchen & café
Athlete-focused nutrition and recovery fueling
Brand-integrated food & beverage programs
Catering support for camps, events, and retreats
Daily hospitality touchpoint for members and teams

CAMPUS WIDE TAKEOVER

01

Operational
Anchor

Central hub for
training and events.

02

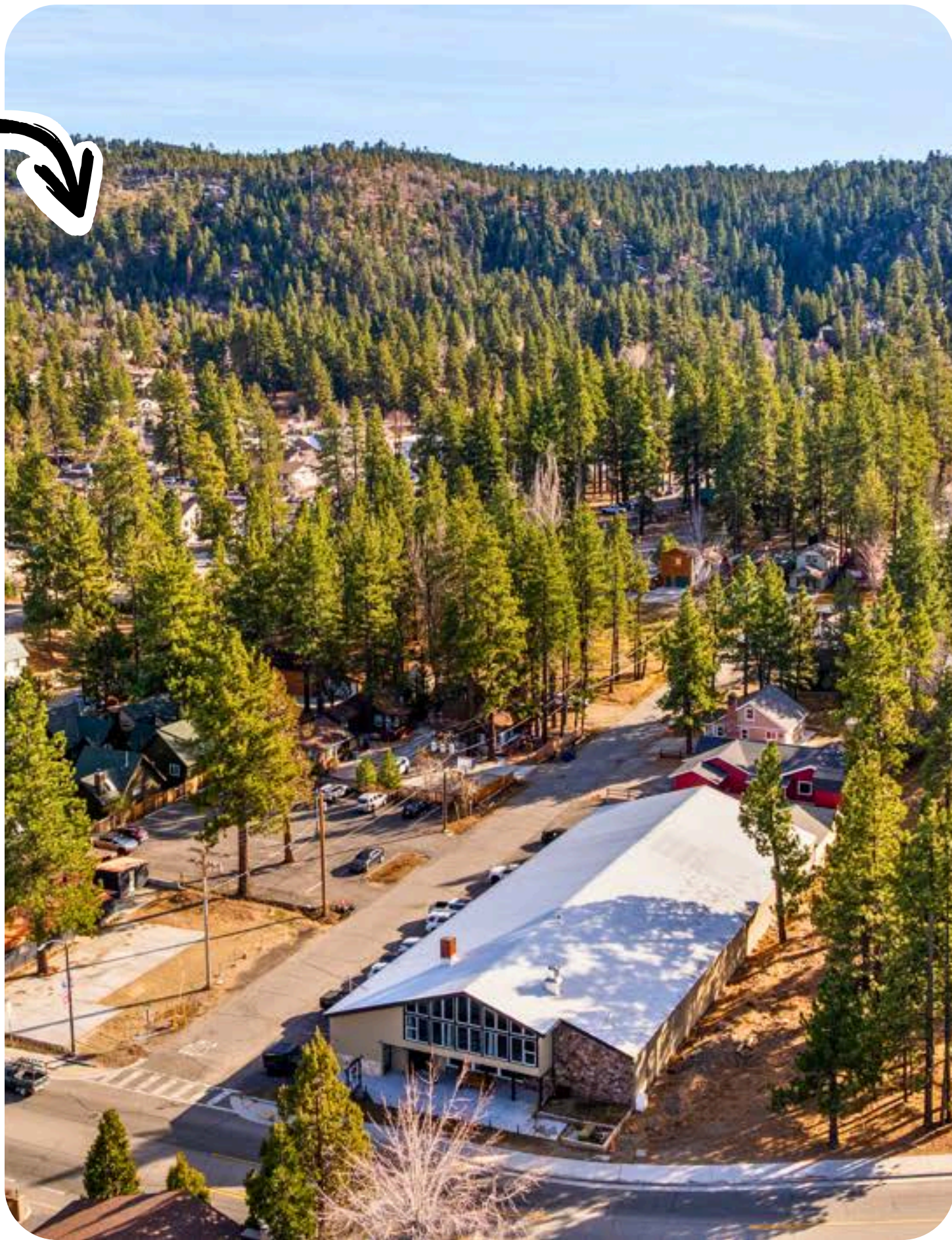
Diverse Spaces

Features varied
training and
engagement areas.

03

Community
Engagement

Supports ongoing
athlete and brand
interaction.



ZONE 2: ACTIVATE

BIG BEAR BLVD FRONTAGE

HIGH VISIBILITY, PUBLIC FACING ACTIVATION

CORE COMPONENTS

Brand arrivals and check-in
Outdoor product showcases
Vehicle and equipment staging
Media moments and content capture
Event ingress / egress
Red carpets & press activations

BIG BEAR BLVD. ACTIVATION

01

High-Visibility
Space

Ideal for engaging
audiences and
brands.

02

Dynamic
Media
Moments

Perfect for hosting
promotional
activities.

03

Flexible Event
Hosting

Accommodates
various exhibitions
and pop-up
experiences.



ZONE 3: HOST

PRIVATE EVENT LOFT (3000 sqft)

BUILT-TO-SUIT, EXPERIENTIAL & HOSPITALITY SPACE

CORE CAPABILITIES

- Immersive, fully branded environments
- Product launches and pop-ups
- Athlete lounges and sponsor hospitality
- Panels, talks, press briefings, and media moments
- Exhibitions, expos, and private meetings

PREMIUM INFRASTRUCTURE

- Full commercial kitchen connected directly to the space
- Two pvt rooms for meetings, VIPs, or product showcases
- Private bathrooms dedicated to the activation space
- Private entrance for controlled access and security
- Highly secure for embargoed launches and VIP events

Direct access to a full private balcony overlooking the performance facility below.

PRIVATE EVENT LOFT

01

Customizable
Space

Flexible layouts for
diverse events.

02

Brand
Integration

Tailored
experiences for
maximum impact.

03

Immersive
Environments

Engaging settings
to captivate
audiences.



ZONE 4: DEMO

GARAGE & STAGING

OPERATIONAL FLEXIBILITY MEETS EXPERIENCE

CORE FEATURES

- Secure storage and staging
- Equipment and vehicle demos
- Overflow experiential builds
- Prep space for events and camps
- Expansion capacity during peak activations

GARAGE & STAGING

01

Operational
Flexibility

Adapts to various
event demands
smoothly.

02

Staging Areas

Supports setup for
large-scale events
efficiently.

03

Overflow
Build-Outs

Provides extra
capacity during
peak times.



TSO Event Capabilities Overview

Events, Camps, & Scale

From intimate to massive events

20–100 guests

Intimate camps and corporate events

Perfect for personal and exclusive experiences.

1,000–50,000+

Major public competitions and fests

Designed to accommodate large audiences seamlessly.

TSO Event Capabilities

Comprehensive services for diverse events

Corporate Retreats

Tailored environments for productive team development.

Team Camps

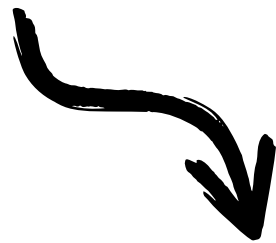
Focused training sessions to enhance team performance.

Festivals

Engaging large crowds with immersive experiences and entertainment.

Full-Spectrum Execution

Seamless coordination from planning to event conclusion.



TSO Destination and Hospitality Services Overview

Permitting & Operations

We handle the hard stuff

End-to-End Execution Includes:

- Permitting and approvals
- City, county, state, and federal coordination
- Staffing, safety, and medical planning
- Security and crowd management
- Transportation and logistics

Brands focus on vision — we execute.

Hospitality, Travel, & Concierge

We handle the hard stuff

White-Glove, Fully Managed

- Hotel buyouts and group lodging
- Catering and culinary programming
- Private concierge services
- Athlete and VIP transportation
- Charter buses and sprinter vans
- Helicopters, planes, and private aviation

This turns activations into destination experiences.

Hospitality, Travel, & Concierge

Extended Hospitality, Venues & Destination Access

Enables permitted use of trails, forests, lake zones, village corridors, public plazas, and civic spaces.

Hotel & Lodging Partners

- Sessions Retreat & Hotel — 6-acre property with the Flatlander Lounge, event lawns, retreats, and full buyouts
- Marina Riviera — Waterfront hotel directly across from campus with private beachfront access
- The Burgundy — Boutique hotel for VIPs and executive retreats
- Hampton Inn Big Bear Lake — Scalable lodging for teams and large groups
- Chateau Big Bear — Alpine-style hospitality and group accommodations
- Hotel Holloway House — Historic boutique option for talent and premium guests

Marinas, Estates & Outdoor Venues

- Pine Knot Marina — Central lake access for water sports, training, and brand activations
- Gray's Landing Marina — Private marina access for controlled lake experiences
- Big Bear Marina — Large-scale marina operations and lakefront programming
- Sunnybrook Estate — Private estate for premieres, galas, summits, and VIP events

Arts, Civic & Sports Facilities

- Village Theaters — Screenings, premieres, panels, and live programming
- Meadow Park — Large park with access to a private gym and multi-use facilities
- Big Bear High School Stadium — Track & field, stadium, and auxiliary athletic facilities
- Big Bear Convention Center — Conferences, expos, and large-scale indoor events

Public Land & Agency Partnerships

- City of Big Bear Lake
- San Bernardino County
- California State Parks & Recreation
- U.S. Forest Service

TSO: By the Numbers

Scale and Substance

- 525+ active members
- Capped, performance-driven community
- Daily elite, local, and visiting athlete usage
- Strength, endurance, combat, recovery, and wellness

Home of:

- The Fight Syndicate combat sports program

Big Bear: A Premier Destination

Year-Round Tourism

Big Bear attracts over **8 million annual visitors**, drawn by its stunning natural beauty, outdoor activities, and vibrant community, making it a sought-after destination for travelers year-round.

Concierge Services

Guests enjoy **tailored hospitality experiences** including hotel buyouts, catering, and personalized concierge services, ensuring a seamless and memorable stay amid the scenic surroundings of Big Bear.





The Elite
Train Here

Elite Athletes & Credibility



Elite Athlete Ambassadors, Owners, and Members

Elite Athlete & Ambassador Program

- Ronnie Mancilla — Professional boxer
- Siena Hermon — Endurance cyclist
- Nick Newman — Hockey champion & investor
- Cameron Wurf — Olympian, Ironman record-holder & investor
- Rebecca Guerrero Tomada — 2025 IBJJF World Master Jiu-Jitsu Gold Medalist
- Chad Hall — Athlete, partner, culture builder
- Matt Smith

Exclusive Partnerships



- Visit Big Bear — Official destination partner
- Special Olympics Southern California
- The Skateboard Association
- US Rowing — Exclusive home of the Altitude Elite Training Program (2026–2028)



Elite Sports Teams Camps

The Sports Office is proud to host **Olympic and pro teams**, offering specialized training environments for youth development programs and high-level competitions, ensuring optimal performance through altitude training.

Why We're Unique

The definitive choice for sports and events

Unified Operations

One operator ensures seamless service and coordination.

Comprehensive Solutions

End-to-end execution across all aspects of events.

Year-Round Credibility

Multi-sport facility supports diverse training year-round.

Proven Experience

Real-world validation through successful partnerships and events.



Activation Formats Overview

Activation Formats Overview



Content & Media

- Campaign shoots
- Athlete storytelling
- Press moments

Food, Beverage & Fuel

- Café takeovers
- Athlete fueling programs
- Tastings and hospitality

Corporate & Executive

- Retreats and offsites
- Leadership and wellness programs

Performance & Athlete Activations

- Elite camps and clinics
- Product testing at altitude
- Training takeovers and labs

Product Launches & Demos

- Equipment and vehicle demos
- Ride & drive experiences
- Beta testing and feedback loops



Building Your Vision

End-to-End Execution Approach

Concept Design

Our **concept design** process ensures that every detail aligns with your vision, creating a cohesive space that maximizes functionality and aesthetic appeal for all users.

Seamless Logistics

We handle **logistics** meticulously, coordinating all aspects of your project, from staffing to permits, ensuring smooth execution without any disruptions or fragmentation during the process.





Why Choose Us

Why Brands Choose

Key reasons for selecting The Sports Office



Build-to-Suit Environments

Offering flexible spaces tailored to brand needs.

Access to Athletes

Engaging elite athletes for brand collaborations and events.

Destination Support

Backed by Visit Big Bear's extensive resources.

Proven Execution

Delivering seamless experiences with established operational expertise.

Get in Touch

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