



TWO TREE
EVENTS



WHO WE ARE

WE ARE THE CREATORS

We are a team of storytellers who create live productions and special events that captivate and deliver on the objectives of our clients.

We approach every project with the same goal: Create a production that engages attendees while maintaining the objectives and personality of our clients. We pride ourselves in taking the time to truly understand our clients' overall goals before executing a concept for them. We mix creativity and practicality to design events and live productions that are not just beautiful, entertaining and memorable, but are also logistically sound and thorough.

We work together as a family to deliver big ideas and big moments for a lifetime of memories.

FOUNDER / CEO

ROSE FORBES

A Los Angeles native, Rose began her career in restaurants at 14 years old, eventually managing James Beard and Michelin Award winning restaurants like Nancy Silverton's Pizzeria Mozza.

As her career shifted more and more into the events space founded Two Tree Events in 2012, growing to produce events and live productions of all varieties, working with top brand names and celebrities.

Using her ability to gather and lead passionate teams of people, Rose is a founding board member of the non-profit, Support and Feed. What began as an emergency response to the COVID crisis has grown to over 13 states and is active internationally. She is passionate about helping people in need, particularly those experiencing food apartheid as well as helping communities build strength together.





HOW

CREATIVE DESIGN WORLD BUILDERS

A live production should always be treated like a story. From the moment a guest enters, the full journey through the event space, impactful moments, and leaving guests with the feeling we wanted to create

- CONCEPT DESIGN
- CREATIVE AND GRAPHICS
- INTENTIONALITY
- BRAND-OBJECTIVE CONSCIOUS DESIGN



CREATIVE
IDEATION

SCENIC & SET
DECORATION

LIVE SHOW
PRODUCTION

LIGHTING
DESIGN

ORIGINAL
MUSIC

GRAPHIC
DESIGN

FLOOR PLANS
RENDERINGS

CASTING

PHOTO-OP
MOMENTS

BRANDED SWAG

PRODUCTION SERVICES

EXECUTION AND MANAGEMENT



Start to finish event production for all types of events

- LIVE PERFORMANCES
- RED CARPET
- AWARD SHOWS
- PREMIERS
- POP UPS
- TOURING EVENTS
- STREAMED / BROADCAST EVENTS
- CELEBRATIONS
- PRODUCT LAUNCH
- MARKETING AND SALES EVENTS
- LOCAL AND NATIONAL SPORTING EVENTS
- FILM AND FOOD FESTIVALS
- FASHION SHOWS

TICKETING,
ARRIVALS,
DEPARTURES

SPONSORSHIP
MANAGEMENT

CONTRACT
NEGOTIATION

TRUCKING &
HEAVY
MACHINERY

PERMITTING &
STREET CLOSURES

TECHNICAL
DESIGN, INSTALL,
AND OPERATION

FABRICATIONS
& STAGING

STAFFING &
VENUE
MANAGEMENT

TALENT
MOVEMENTS &
HOSPITALITY

LOGISTICS &
OPERATIONS



EXPERIENCING

DISNEY PLUS, CHAIN, THE BEATLES

BEATLES ANTHOLOGY PREMIER EVENT



Disney+ and *Chain* contacted us to help bring the spirit of The Beatles to life on in Los Angeles with a vibrant launch event celebrating the upcoming series. The celebration brought the spirit of the Fab Four to Los Angeles with several immersive features:

Influencers and content creators were welcomed by a towering Yellow Submarine installation before exploring a space filled with themed photo ops, iconic Beatles costumes on display, and retro TVs playing clips from the upcoming docuseries *The Beatles Anthology*.

Guests enjoyed a specially curated “Yellow Submarine” menu featuring themed subs and cocktails, all leading into a standout performance of Beatles classics by Bishop Briggs, and never before seen footage being played on a giant fabricated retro TV screen in an intimate jazz club setting, designed to mimic your own living room. Well, your own living room in the 60’s. The evening buzzed with energy, creativity, and appreciation for all the Beatles have brought to this world.

Guest Count: 150
Venue: Casita Hollywood

CRAFTED IN MERCEDES

MERCEDES, UMG, AND DOLBY PRODUCT COLAB

Creators attended an exclusive event at Universal Music Los Angeles to experience the intersection of iconic Mercedes-Benz luxury with industry-leading, in-vehicle Dolby Atmos mixing technology.

Hosted by creatives for creatives, FINNEAS and Aron Forbes guided attendees from the studio to the Mercedes Maybach revealing a new future of creation on the go.

The experience set the stage for open conversation within a relaxed, high-end atmosphere, creating a foundation for long lasting brand awareness, relevance and future trust with industry professionals who shape the way we listen.

Guest Count: 80

Venue: Interscope Studios Santa Monica



JACOB COLLIER

DJESSE VOL 4 ALBUM RELEASE

Two Tree Events got to team up with Interscope Records again to produce Jacob Colliers “DJESSE” VOL 4, the final installment of his four part album. To close out this 6 year journey we brought Jacob’s imagination to life in an immersive 2 day exhibit.

The celebration was designed to honor the entire DJESSE safe. We welcomed over 1,000 attendees including invited guests, loyal fans, and media. Attendees delved into an array of attractions including a 20 FT step and repeat, shoe valet sponsored by Crocs, life sized 3D album art installations, an Astral Glam Room sponsored by Google, interactive experiences bt Native Instruments, Dolby Labs, and Lucid Motors, A Gong Throwing game, a “Wellllll- inspired bar, A cyc art space featuring oversized jibits featured in DJESSE music video. The night culminated in a private and heartfelt performance by Jacob and an eventual count down to the release of his album.

Guest Count: 1,000
Venue: Frogtown Creative



SPOTIFY

RAP CAVIAR CELEBRATION

Celebrating their popular playlist, Rap Caviar, Spotify held a March Madness themed event, pitting some of their most popular artists into brackets for online voting and culminating in a basketball themed event.

Guests were able to explore the “hall of fame” winners as well as pose in a Spotify styled locker room for branded social media opportunities and play shoot-off games in a 3D Mapped basketball court.

Appetizers were provided by featured Chef Alisa Reynolds of My 2 Cents, awards were announced and artists including Moneybagg Yo and Latto performed their biggest hits.

Guest Count: 650
Venue: 3 Labs



BILLIE EILISH

A VERY BILLIE 21ST

For Billie Eilish's most important birthday we went all out.

The Sunset at EDITION venue was completely unrecognizable after we used fabrication, scenic, and set dressing magic to transform every inch into a cozy, nostalgic Christmas-themed 21st birthday.

Guests were treated to life-size Christmas props, an evergreen tunnel entry, a santa's sleigh photo-op, and a fabricated fireplace DJ booth.

Aside from getting down on the dance floor, Billie's friends were able to grab vegan hot cocoa, christmas cookie decoration, or make their own ornaments at our fully fabricated Christmas Market.

Guest Count: 250
Venue: Sunset at EDITION



ANDSCAPE AD CAMPAIGNS

MULTIPLE CAMPAIGNS

Worthi Agency teams up with Two Tree Events as their experiential partner on many events and campaign strategies. One such client is Andscape. Through Two Tree Events, Andscape strategically uses billboards, metro and subway ads, digital street level kiosks, and wheatpasting as high-impact marketing tools to amplify its editorial voice. Connecting with audiences during major cultural moments such as Martin Luther King Weekend awards and parades, NBA All-Star Weekend, and US Open, the brand places bold, visually ads in high-traffic areas to spotlight upcoming projects and stories celebrating positive stories in Black arts, music, sports, and culture, reinforcing Andscape's mission to elevate voices and perspectives that are often underrepresented while meeting audiences where culture is actively happening.

Guest Count: NA
Venue: MULTI-CITY



NFL HONORS AFTER PARTY

SUPER BOWL LOS ANGELES

The Los Angeles Sports and Entertainment Commission asked us to produce the first ever Honors Awards party at Los Angeles hosted Super Bowl LVI SoFi Stadium.

All production elements went through our creative and production teams including: stage design, video content, Usher live performance production, red carpet, sponsorship activation concepts, photo opportunities, live interview spaces and Lombardi trophy display.

With challenging logistics to operate within a venue that was on complete lock down by US Homeland Security, it was imperative that we paid close attention to proper credentialing and load-in logistics with both the stadium and NFL procedures.

We anticipated all potential challenges and were ready to face any last minute procedural changes head so our client and sponsors could shine.

Guest Count: 500
Venue: SOFI Stadium



CEDARS SINAI AT SOFI

50 ON THE 50 YARD LINE



Typically Cedars Sinai does a gala-style fundraising event. Guests would be treated to cocktails, a seated dinner, a short presentation and a small performance.

In 2022, with their partnership with Sofi Stadium, they wanted to switch it up. A fun and exciting split experience separated daytime events and evening events at the beautiful new state of the art stadium.

The afternoon included on-field activities with the LA Rams, tours of the stadium, stadium snacks, and a tunnel run complete with cryo jets and the LA Rams Cheerleaders. Rams legendary players met with guests and took pictures with them and the freshly won Lombardi Trophy.

After the daytime experience guests were invited to head upstairs to the American Airlines Plaza where they were treated to dinner, Andrew Whitworth received an award, and a live auction that included a surprise Super Bowl Ring, and a Nick Jonas concert.



Guest Count: 2500
Venue: SOFI Stadium

NETFLIX HOLIDAY HOUSE

INTERACTIVE POP-UP

Netflix wanted to showcase their December titles by creating a pop up in a popular Los Angeles mall. The goal of this event was to create buzz and social media presence to boost featured titles streaming consumption.

In order to achieve these goals this event was produced from the ground up in an empty store space and made open to the public for 25 days in December.

Release titles were built out as several interactive and instagrammable/photographable and immersive moments complete with sound and small surprises.

Over the period of time we hosted over 68,000 guests who enjoyed such experiences as a video floor that reacted where guests stepped, holiday portrait space, a wishing tree, as well as displays and walkthroughs from various films.

Guest Count: 68,431

Venue: The Grove West Hollywood



INFINITI FESTIVAL

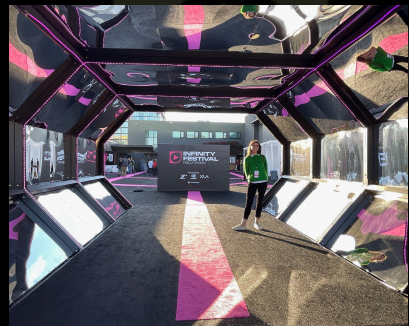
WHERE HOLLYWOOD MEETS TECH



An annual media and technology summit marketed at professionals at the crossroads of story and tech.

Infinity Festival is now going entering its 6th year, with Paladin set to produce both “*IF Silicon Beach*” in May ‘23 and “*IF Hollywood*” in November ‘23

We saw a 300% increase in attendance rate due to a total overhaul in both creative design and technical production.



Guests were treated to an mirrored tunnel entry, an 8’H rotating sculpture, an expo hall full of emerging technologies, and an upgraded stage design for all our panelists.

Guest Count: 2,500
Venue: Goya Studios



WE GO WHERE
YOU GO

WORLDWIDE IMPACT



MUSIC FESTIVALS

AUSTIN CITY LIMITS
LOLLAPALOOZA
COACHELLA
BOTTLE ROCK

FILM FESTIVALS

SUNDANCE
TORONTO
TRIBECA
CANNES
SXSW

CONVENTIONS

COMIC-CON
VIDCON
CES
E3

BRANDS

hulu **WORTH!**

THE BEATLES

VOGUE

SAMSUNG



THE WEEKND

DIRECTV



BILLIEEILISH



NETFLIX



Cedars
Sinai



FOX



ANDSCAPE



Disney

DJESSE

SNL

REVOLVE



PIZZASLIME













THANK YOU

WWW.TWOTREEEVENTS.COM
INFO@TWOTREEEVENTS.COM
(310)463-4664

FIND US ON INSTAGRAM

