TWO FIREE EVENTS

WHOWEARE



WEARE 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.







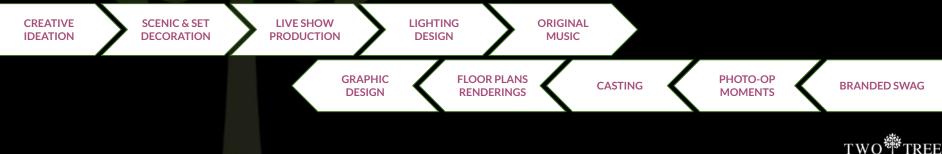


CREATIVE DESIGN WORLD BUILDERS

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





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





EXPERIENCING



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 we 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





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 safa. 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 "WellIIII- 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



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











NETFLIX HOLIDAY HOUSE

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





CEDARS SINALAT 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



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 YOUGO



WORLDWIDE IMPACT





BRANDS

WEDIA THE SAMSUNG DIRECTV WEEKND DIOR NETFLIX BILLIEEILISH Spotify[®] LAMBORGHIN FOX UNIVERSAL Cedars Sinai (\mathbb{A}) ©₃ Disney DJESSE Y/ prime video HaM LOUIS VUITTON PIZZASLIME REVOLVE























HAPPY BIRTHDAY BRONNY











THANK YOU

