

AGENCY CAPABILITIES

2025

Los Angeles, California





CONNECTIVE BY DESIGN

CUSP Agency is an experiential marketing agency based in Los Angeles, California. CUSP produces connective experiences leveraging creative media, event production and culture programming.

Our live experiences are designed to enhance the attendee experience and foster genuine engagement with our brand partners. Music and sporting clients include: consumer brands, event producers, venues and solution providers engaged in live entertainment.



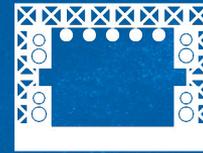
Brand &
Identity



Programming &
Experience



Marketing
Strategy



Event
Production



Revenue
Strategy

Services

We service our clients by producing connective experiences.

We serve
culture
broadly

We see brands
as enablers for
growth

We use tech to
enhance live
experiences

AEG
PRESENTS

ACTIVISION

COACHELLA
COACHELLA VALLEY MUSIC AND ARTS FESTIVAL

DEEP EDDY
VODKA

Hennessy

hulu

LIVE NATION
ENTERTAINMENT

LOS ANGELES
FOOTBALL CLUB

MONSTER
ENERGY

SplashHouse

SOMETHING
IN THE
WATER

ZYN

PRODUCTION SUPPORT

Event Production

Project Management, Ticketing, Traffic, Design, Fabrication, Staffing & Operations

Venue Management

Scouting, Permitting, Evaluation, Management

Festival/Venue Mapping

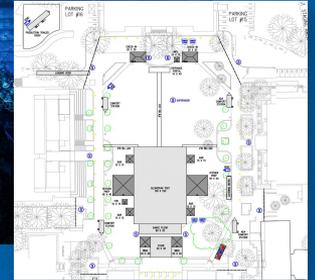
Professional AutoCAD mapping

Health & Safety

Security Operations and Staffing, Medical Planning, Emergency Operations Management

Community Engagement

On-site communication management
Real-time insights and analytics on crowd movement



Production Services

DIGITAL STRATEGY + COMMUNICATIONS

Creative Development: Web, Newsletters, App, SMS

Asset Management: Web, Newsletters, App, SMS

Connectivity & I.T. Operations: Wifi, Cellular, PoS, RFID

Project Management of Technical Deployments

On Sale Marketing Strategy & Ticketing Support

Sponsorship Integrations: App, Messaging, eCommerce

Attendee & Event Based Analytics + Reporting

Photo and Video Activations

Streaming & Live Content Capture

Digital Services



EXPERIENTIAL MARKETING

Activation Strategy

On-site brand experiences designed to captivate and engage audiences.

Strategic Partnerships

Aligning brands with cultural events, talent, and key audiences.

Media & Communications

PR, content production, and media strategy for brand storytelling.

Design & Fabrication

Custom brand environments, experiential build-outs, and installations.

Culture Programming

Curated talent, performances, and activations tailored to cultural moments.

Production: Audio/Visual

Full-service AV production, live content capture, and streaming.



Brand Services

Event Production Calendar

2018

2019

2020

2021

2022

2023

2024



Framework in the Desert
2018-2024 Indio, CA
Framework & Goldenvoice
- Production & Partnerships



Tamale Fest & Chella
2021-2023 Indio, CA
City of Indio & Goldenvoice
- Production & Promotion



Under the Big Sky Fest
2021-2022 Whitefish, MT
Outriders Presents
- Brand Partnerships
- Brand Activations



Portola Music Festival
2023 San Francisco, CA
Spotify & Goldenvoice
- Brand Activation
Concept & Production



When We Were Young
2023-2024 Las Vegas, NV
Live Nation
- Marketing Services
- Health & Safety
- On site Comms mgmt.



Sick New World
2023-2024 Las Vegas, NV
Pharrell Williams
- Marketing Services
- Health & Safety
- On site Comms mgmt.



Splash House
2019-2024 Palm Springs, CA
Goldenvoice
- Production & Partnerships



Coachella & Stagecoach
2023 Indio, CA
Goldenvoice
- Artist Lounge
Concept & Production



Lovers & Friends
2023-2024 Las Vegas, NV
Live Nation
- Marketing Services
- Health & Safety
- On site Comms mgmt.



Something In the Water
2019-2024 Virginia Beach, VA
Pharrell Williams
- Marketing Services
- Health & Safety
- On site Comms mgmt.



Dirty Bird Campout
2023 Modesto, CA
Dirty Bird Records
- Marketing Services
- Production & Partnerships



Besame Mucho Fest
2023-2024 Los Angeles, CA
Live Nation
- Marketing Services
- Health & Safety
- On site Comms mgmt.

ADWEEK

BEER, SPIRITS & CANNABIS

Splash House's Groundbreaking Cannabis Sponsorship Could Hint at the Future of Festivals



Splash House, shown during its last in-person event in 2019, is going big on cannabis. Splash House

“The event, taking place across several resorts and a cavernous museum, will feature one of the **most significant weed partnerships for a mainstream music festival to date.**”

[\(Read More\)](#)

VOGUE

FASHION

Inside Coachella's Buzziest After-Party With the Most Stylish DJ in Techno



“Kraviz flexed her impressive talents... at **one of Coachella's most-talked-about after-parties...** alongside Louis Vuitton creative director Virgil Abloh”

[\(Read More\)](#)

Los Angeles Times

CALIFORNIA

Column: 30 years of masa dreams at a tamale festival in Indio



“Started in 1993 with just a handful of vendors who set up tables in downtown Indio, **the festival is now the largest for tamales in the United States.** People from across the country and beyond will descend on the desert town... to gorge on tens of thousands of tamales grabbed from steaming pots.”

[\(Read More\)](#)

Press

The Team



**Gopi
Sangha**

President / Founder
& Executive Producer

Gopi served as Director of Business Development and Digital Strategy over a ten-year tenure at The Coachella Valley Music and Arts Festival. He led digital adaptation strategies applied across the fan experience nationwide. These implementations ranged from the interactive fan experience, digital media assets to partnership activations and integrations.



**Michael
Van Oene**

VP Strategy &
Growth

A results-focused, agile and influential marketing leader with over 15 years in service to The Heineken Company as a Chief Marketing Officer with operations through Africa, Middle East and Europe. He led profitable growth through change management, digital transformation, and innovation strategy. Michael is tasked with agency growth and operations.



**Julio
Beltran Esq.**

Legal Counsel &
Compliance



**Cameron
Carbone**

Production
Director



**Austin
Tureaud**

Account
Director



**Shawn
Curley**

Project
Manager



**Saish
Kotecha**

Creative
Director



**Nenah
Bondi**

Developer

📍 Visit our offices in Downtown Los Angeles: [453 S. Spring Street](#)



Humanrace

THANK YOU

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