



Solutions

Services

Why  
Brand  
Boom

Big  
Picture

Strategy

Contact

# Our Founder

**Kara Hoover has a degree in Public Relations from the University of Oklahoma. The Boom in our name and the crimson in our brand color palette is a nod to her OU & Oklahoma roots. Kara has 15+ years of marketing & events experience. She has worked with numerous brands across the globe and is ready to work with YOU.**





## Why Brand Boom:

- Planning and execution of large and intimate events such as trade show exhibitions, client retreats, conferences, private client dinners, sales meetings, incentive trips, lunch & learns, product launches, fundraising events, member events, team building events, etc
- Integrated marketing campaigns including digital and print collateral, ads, email blasts, social media strategy, partnership marketing, influencer promotions, product photo shoots
- Brand development consulting
- Marketing program management tailored to client needs



# Event Strategy & Execution:

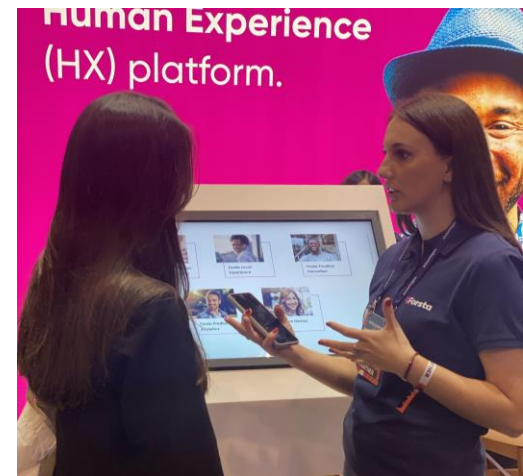
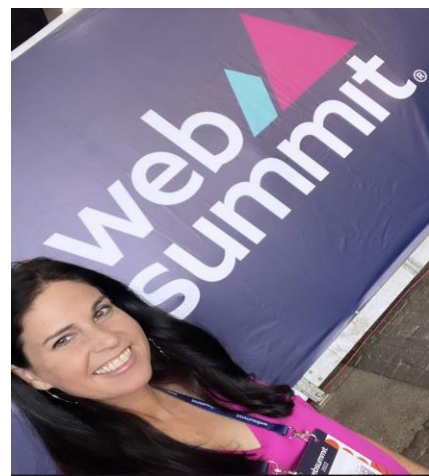
*Client Retreats, Trade Shows, Conferences, Private Client Dinners, Sales Meetings, Incentive Trips, Buyer Previews, Fundraising Events, Song Writers Nights, Jam Sessions, Golf Outings, Team Building Events:*

Venue sourcing, F&B, AV, collateral/signage, attendee management, content creation, theme formation, event promotion, vendor management, onsite execution, entertainment procurement, branded promotional items, lead generation, budget management



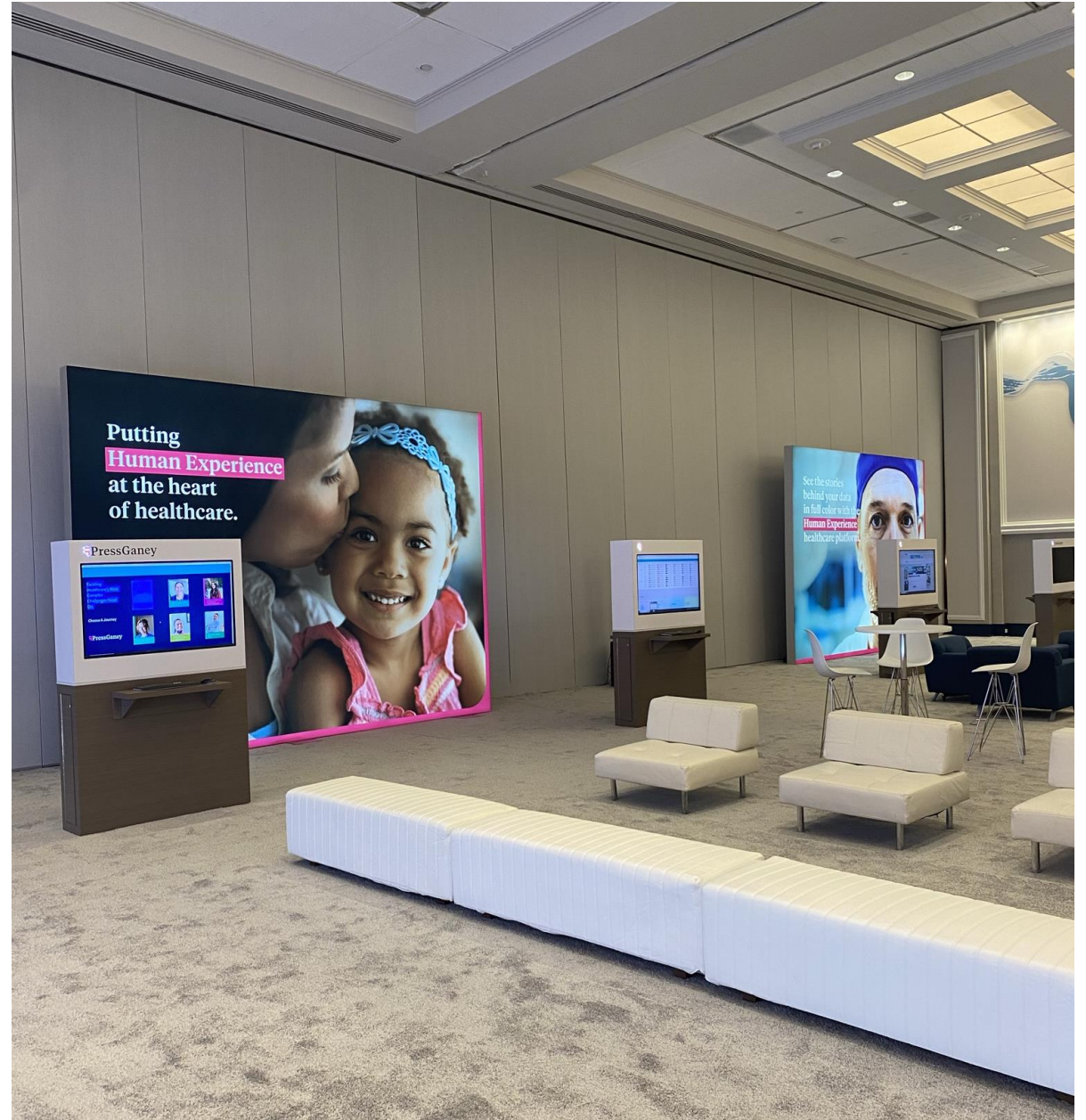
















# Influencer & Partner Marketing:

Relationship development, content ideation, contest development



# RANGE SESSIONS

POWERED BY SWINGJUICE.COM



Bringing stories of how golf is lived & loved in different walks of life.

KEVIN RAHM  
@KEVINPRAHM



## CALLING ALL PLAYERS...

Win Our Players Championship Prize Package!

Set of Bubba Whips & SwingJuice Shirt



LIVE FROM INSTAGRAM IT'S

# SWING JUICE LIVE

TONIGHT AT 8PM EST

JOHN WEEKS @JONWEEKS46



APRIL IS COMING!  
WIN OUR MASTERS PREP PACK  
SwingJuice | Caddie Uniform

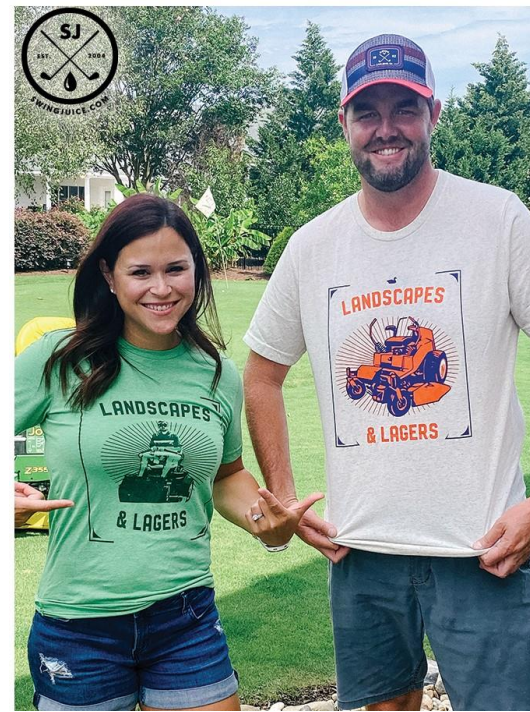




# Product Collaborations:

Partnership development, product design, promotional strategy





# Creative Content & Communications:

Content ideation/production, copy writing, image selection, graphic design



Short Par 4



Short Par 4

Member Makeover / SP4 Member gets a makeover



## NFL Kicker Takes on a Short Par 4

We challenged New Orleans Saints Kicker Wil Lutz to a Short Par 4 Challenge. Could he kick a football and make a 4 on a 306 yard Short Par 4? See what happens on one of the best



## WHY SHOULD MOM HAVE ALL THE FUN?!

For every purchase April 13 - May 10 you will be entered to win Puma Golf shoes for Mom AND for You!



SWINGJUICE

GOLF | 

**SJ**  
EST. 2004

WHEN LIFE THROWS YOU LIMES  
**MAKE MARGARITAS!**

**Cinco de Mayo WEEK at Swing Juice!**

Recipes to help you celebrate each day at 5pm EST

SWINGJUICE Posts

swingjuice

**Walker Margarita**

**INGREDIENTS:**

- 1 can frozen lime-aid
- Blender of ice
- 1 beer (preferably of the Mexican variety!) as much or as little tequila as you want! Free pour!

**HOW TO MAKE:**

Blend together, run fresh lime along rim of glass, dip rim in coarse salt and serve!

Liked by [tourwifetravels](#) and 79 others

swingjuice THIS ONE!! Thank you to [@tourwifetravels](#) & [@jimmywalkerpga](#) for this perfect Weekend Walker Rita! NEXT POST...Their how-to video...you don't want to miss it!

SWINGJUICE Posts

swingjuice

9,679 views · Liked by [nlaizerovich1](#) and [rtwenty23](#)

swingjuice The Walker Margarita · Take a short lesson from [@tourwifetravels](#) & [@jimmywalkerpga](#) on how to make the perfect weekend rita!



CHASE <sup>54</sup>  
FOR THE PURSUIT

SHOP

ABOUT

TECH

NEWS

SHOP THE NEW  
FALL COLLECTION:

Urban Athletic | Modern | Sleek



Explore more NEW ARRIVALS and see what fits your style.

SHOP NOW

FREE SHIPPING AND FREE RETURNS



SPOOKY  
GOOD SALE



USE CODE: **SJSPOOKY20**

ALL REGULAR PRICED ITEMS are 20% off from 10/9-10/12 when you use code: SJSPOOKY20. Go ahead and TREAT YO SELF! Please note...discounts cannot be applied to any orders once processed. Don't forget to enter that code.

Shop Now

# SwingJuice Top Sellers



Check Them Out



# SAY YES.

Shop our exquisite Diamond District.  
Open to all Dallas Market Center visitors.  
WTC 7th Floor.



## DALLAS APPAREL & ACCESSORIES MARKET

The national footwear trade event with hundreds of brands – all under one roof.

JANUARY 11-14, 2022



[DALLASMARTCENTER.COM](http://DALLASMARTCENTER.COM)



## THE MEN'S SHOW PARTY

SATURDAY | 6PM – 8PM  
12TH FLOOR

Complimentary eats, libations,  
music and pool tables.

SPONSORED BY  
MR Magazine and  
Game Rooms By Design (WTC 582)



DALLAS  
MARKET  
CENTER



Rios of Mercedes - 14371



Kenths - AETA Temp



Western & English Fashion Show

# Experience the WORLD'S LARGEST WESTERN & ENGLISH MARKET

Don't miss the excitement and inspiration that comes with a visit to Dallas Market Center! Take advantage of sourcing apparel, footwear, home, gift, gourmet and tack all under one roof.



AETA Temp



Home & Gift



Bentley's Batch 5 - 180 B30



DALLAS  
MARKET  
CENTER

dallasmarketcenter.com

# DALLAS IS THE PLACE TO BE!

DALLAS MEN'S SHOW | JANUARY 29-31, 2022

DON'T MISS YOUR CHANCE TO JOIN THESE  
LEADING MEN'S BRANDS...

Gem Malki | Jack Victor | Luchiano Visconti | Mavi Jeans  
Patrick Assaraf | Zelli Italia

## WHY DALLAS?

Welcoming an unprecedented number of new buyers from across the US

Vastly expanded temp floor plan that provides the ultimate buying experience

Easy-to-navigate marketplace with unmatched hospitality

## CONTACT US TODAY!



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**EMILY SCHUTZ**  
Leasing Manager Men's  
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[ESchutz@dallasmarketcenter.com](mailto:ESchutz@dallasmarketcenter.com)



Pig & Hen



Brax



Armin Oehler



DALLAS  
MARKET  
CENTER



American Hat Company - 14173, Equibrand - 14997



Fringe Scarves - 114658



January 14-16, 2022  
August 25-28, 2022



January 14-16, 2022  
August 25-28, 2022

# Destination

PressGaney

San Diego, CA

PressGaney

Thank you for stopping by to visit with our Press Ganey team.

We are here this week to share how you can see the stories behind your data in full color with our Human Experience Healthcare Platform. Our HX platform allows you to **Gather Voices | Analyze Data | Visualize Insights | Act Quickly.**

Take a tour of our solutions!



*We are thrilled you've joined us in San Diego!*

*- Press Ganey*

# Destination

PressGaney



Take a tour of our solutions!



PressGaney



## Destination Press Ganey: San Diego

- Postcard
- Booth Resources Sign
- Social Media Tile
- Branded Sailboat Pen

Press Ganey  
39,646 followers  
1d · 🌐

We are excited to be attending the 13th Annual **RISE** Star Ratings Master Class in San Diego, CA!

Be sure to stop by the Press Ganey booth to learn more about our **#HX** healthcare platform.

PressGaney

## Rise Star Ratings Master Class

InterContinental San Diego  
December 13-15, 2022

Be sure to stop by the **Press Ganey Booth!**







20 24  
PORTUGAL



ANDIAMO!



Alcon

# ANDIAMO! (LET'S GO!)

Barcelos Roosters are the embodiment of the Portuguese love of life, symbolizing faith and good fortune, and are seen throughout all of Portugal.

As you continue your momentum toward earning a place on the Alcon 2024 President's Club trip to Portugal, keep this rooster magnet close as a visualization of your resilient efforts.

What can you do to "*Subir de nível*" (Level Up) each day? Embark on a journey of excellence as you work toward this epic reward. A welcoming fit for royalty awaits you in Portugal, and we cannot wait to see you there!

*Olá*, I'm Andi (full name Andiamo, which means "Let's Go" in Portuguese and something we locals say frequently). I will be your cultural guide to my vibrant land of European delights and the official host for your Alcon 2024 President's Club trip. I'll share local insights into our mystical sites, rich language, storied cuisine, and more as we discover Portugal together!





# MAXIMIZE YOUR REWARDS

You'll achieve more when you have the latest tools and sharpest skills. Look to Siemens to provide what you need to outperform your competitors and make 2016 your greatest selling year ever. Navigate to the Siemens PLM Software Partner Portal for valuable resources to create your success.

**Partner Portal Home:** <https://sales.industrysoftware.automation.siemens.com/partner-portal/>



**CONNECT** with Learning Center and the best-in-class Siemens PLM Partner Sales Development Program for training, certification, and bonus rewards.

**Partner Portal Home >> Training and Certification**



**COLLABORATE** with Siemens PLM and stay up-to-date through the groups and chatter feeds on our Partner Sales Community.

**Partner Portal Home >> Sales Community (SFDC)**



**COMPETE** at a different level by building business value and ROI into all your proposals using the Value Discovery Analysis tools.

**Partner Portal Home >> Enter "VDA" in the search box at the top of the page**

# Social Media Strategy:

Content creation, contest development, copy writing

MOSLEY  
AGENCY  
IS...



# Shop At Home For The Holidays!

WIN \$100 to Shop Local!



SPORTSWEAR  
THAT IGNITES  
YOUR PASSION

SHOP NOW  
AMYSPORT.COM



I placed an order and got an email the very next day saying my order was being processed. My shirt arrived a few days later. Great fit, looks great and has quality material too. I have already told some friends about SwingJuice.

- Zac Cleveland



## RANGE SESSIONS



Bringing stories of how golf is lived & loved in different walks of life.



COLT FORD

@COLTFORDMUSIC



POWERED BY SWINGJUICE.COM

SEPT 7

LABOR  
DAY  
SALE

25% OFF

CODE: SJLABOR25

Regular Priced Items Only



LIVE FROM INSTAGRAM IT'S

SWING  
JUICE

LIVE TONIGHT AT 8PM EST

KENT BAZEMORE @24BAZE



CENTURY 21  
Mosley Real Estate, Inc.

★★★ WE WORK FOR YOU ★★★

# Media Relations – Earned Media



# Photoshoot Production:

Location Scouting

Model Sourcing

Shot List Compilation

Prop & Apparel Styling

Day-of Production

Image Selection







# Recommendations for Kara

## **Rachel Rees Sampson**– *Cobra Puma Golf*

Director of Communications

“Kara always brought an infectious energy, unwavering dedication, and a positive attitude that lit up every project we worked together in the golf world. Her charisma and commitment were truly remarkable, making collaboration an absolute joy. From her dynamic presence on the green to her uplifting spirit, she exemplifies the drive (no pun intended) and enthusiasm that inspire success.”

## **Matt Buyten**– *Professional Motocross Racer*

Brand Ambassador

“Kara is always putting out the good vibes. She was very thorough as an ambassador marketing manager, making sure I was always taken care of. We’re still friends today. I’ve been through a lot of reps with sponsors and don’t talk to many of them anymore. Kara and I still golf when we get a chance and keep the good times rolling because of her ability to build long-lasting relationships!”

## **Lulu Faddis** – *CHASE54*

Lead Designer

“Kara goes into a work position and immediately starts finding ways to make an impact. She is the motivator that gets teams to come together and stay on target. She is an enjoyable and dependable colleague that throws her full passion into her work.”

## **Lou Delfino**– *Galvin Green*

General Manager, North America

“I have had the pleasure of knowing Kara over the past 5 years and had the opportunity to work with her during my time at CHASE 54 where she was our marketing manager. She forged great relationships between us and several market influencers and professional golfers and with limited funds, she found creative ways to create a meaningful impact for us within the golf media. Most impressive about Kara was her work ethic and infectious positive “can do” approach to every business challenge.”

## **Jon Mason**– *SwingJuice*

Founder

“As a long time friend and colleague of Kara, I know she would fit in just about anywhere and in any situation. Kara's creativity and innovative thinking were invaluable to our company's marketing initiatives. She consistently brought fresh ideas to the table and has an incredible ability to think outside of the box, resulting in several highly successful campaigns. Kara has an innate sense of understanding consumers' needs and preferences in the golf industry, allowing her to develop targeted and engaging marketing strategies that capture attention and drive results.

One area in which Kara truly excels is her ability to collaborate with and leverage celebrities and influencers. She successfully fostered partnerships with renowned golfers and other influential figures in the industry, helping to elevate our brand's visibility and reach. Kara's exceptional communication skills and relationship-building prowess have enabled her to navigate and negotiate these collaborations with ease, maximizing the benefits for both parties involved.”

## **Jason Phibbs** – *Press Ganey*

Market Vice President

“Kara is one of the most genuine, hardworking, and caring colleagues I have ever worked with. Her positive energy is unmatched and her attention to detail is impeccable. I couldn’t imagine planning and executing an event without Kara’s knowledge and expertise. I strongly recommend her for any event planning, marketing, and creative roles. Kara would be a valuable leader and asset to any team.”

## **Jared Rathe** – *Press Ganey*

Market Vice President

“Put simply, Kara Hoover is one of the best Marketing/Events professionals I've had the opportunity to work with over a 20-year sales career. All of our corporate events were well-organized, thoughtfully curated to the audience, and our marketing material always looked first-class. Even more importantly, Kara's ability to connect with prospective buyers was something that you simply can't teach. Her disarming and positive personality makes everyone feel comfortable and often led to longstanding friendships and meaningful business opportunities. Any organization would be lucky to have Kara on their team.”

## **Giles Whiting**– *Forsta*

Chief Operating Officer

“Kara is one of the most energizing, committed, and hard-working marketing and events leaders I've had the privilege to work with. Always with a smile, always prepared and engaged, Kara comes with ideas and a bias towards execution while keeping every detail straight and ever plate spinning.”

## **Richard Corder** – *Press Ganey*

Senior Vice President Consulting Solutions

“Kara is a gifted and brilliant senior marketer who I had the pleasure of working with and learning from. I consider her a trusted colleague who became a good friend. She curated, organized and designed several large programs and events that I had the pleasure of attending during our 12 months of working together. Kara's greatest strength is her ability to show up authentically and deal with a myriad demands in high-pressure situations. She never lost her cool, always maintained her professionalism and always delivered a world class product and experience. Even during the most intense moments, Kara's energy, personality and creativity was always welcome and appreciated by those around her.

It is without hesitation that I recommend Kara, she will be an asset to any company lucky enough to hire her.”

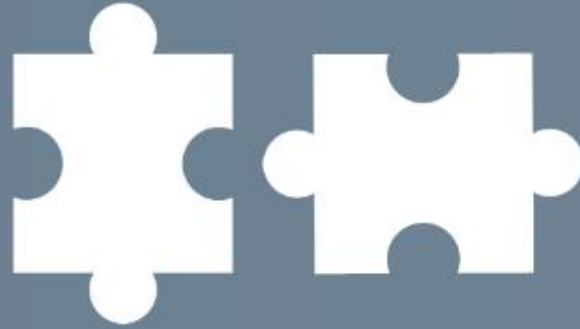
## **Erin Nicholson** – *Brightspot Incentives & Events*

Senior Program Specialist, PMP

“Kara was a great boss who took the time to get to know me as a person, my career desires, and my drives. She is a creative thinker and problem solver, and constantly strives for excellence. I always admired her drive and motivation. Not only does Kara know how to plan, budget, and get a program going from scratch, she understands the creative process. Her responsiveness, quick thinking, and work ethic are off the charts, and it was fun to watch Kara get stuff done.”

# *Piecing Together Your Goals w/ Effective Solutions*

*Your  
Goals*



*Effective  
Solutions*

# *Let's Make Your Vision Reality*

*Your  
Goals*



*Effective  
Solutions*

# *A Complete Strategy*

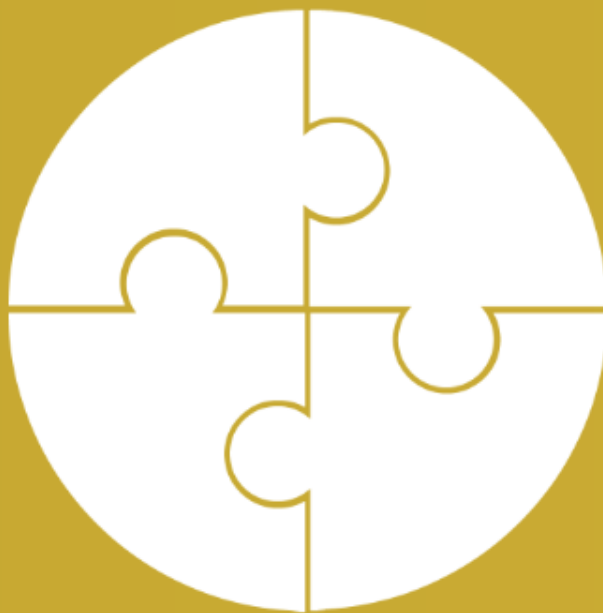
The strategy you never knew you needed in order to Leave Your Mark!

## *Discovery*

Let's Chat! We will gather all your needs and goals whether in person or over phone.

## *Curate Plan*

From there we take our discovery info and formulate a marketing plan to present to you.



## *Devise Solutions*

Together we finalize the solutions we will provide for your brand. We never make a move you don't approve.

## *Implement Success*

And finally we get to work! Success in marketing can take time but we will work to achieve Return On Objective.

# Let's Chat!

& Learn More About Our  
15+ Years of Marketing  
Experience

## Kara Hoover



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brandboomco.com



@brandboomco