

PURE MICHIGAN SUMMER TOUR

Pure Michigan tasked us with generating tourism buzz and celebrating the first day of summer across four key Midwest markets. EventLink created custom, refrigerated marketing bicycles to distribute 6,000 magazines and free ice cream to potential Michigan tourists. Brand Ambassadors educated consumers on the great destinations and adventures Michigan offers year-round.

SERVICES

- Staffing
- Product specialist training
- Mobile unit design
- Fabrication management
- Permitting
- Overall tour execution

1500

ENGAGEMENTS/SAMPLES DISTRIBUTED

