



THE  
MERCANTILE

COMMERCE | CAUSE | COMMUNITY

Nashville | Detroit | Los Angeles



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# introduction:

**The Mercantile** redefines the buying experience by providing an elevated hospitable environment for socially-conscious brands to connect with thousands of engaged consumers and create community around commerce.

Amazing craft cocktails and appetizers are passed around while buyers purchase from brands they love in a festive environment. Throughout the shopping experience, brands share their stories of how their purchases are catalyzing social change around the world.

Then, the band plays and everybody parties.





# the values:

## **Commerce:**

For those of us in social entrepreneurialism, the proverbial “elephant in the room” is the reality that sales enables us to give back. So we say, let’s acknowledge that and make the buying experience unlike anything before.

## **Cause:**

Brands benefit by the collective exposure to millions of combined followers, and get to participate in the buzz created when multiple companies rally around one event spotlighting a great cause that also makes them money.

Shoppers benefit from engaging and connecting with brands they love, and hear powerful stories of change that their purchases contribute to, all while being doted on through the hospitality programming.

## **Community:**

So much of the Mercantile’s value centers around connection. It boosts a shopper’s mood by spoiling them while they browse with inspired cocktails and hors d’oeuvres in hand, socializing with like-minded friends in one beautifully-designed space to purchase from their favorite brands.

It’s instantly and infinitely more memorable than clicking through a digital shopping cart. An organic blend of commerce, cause, and community, curated and packaged into an unforgettable party — **The Mercantile.**

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# the team:

**The Mercantile** is a joint venture between Hospitality Collaborative, Oaken Anchor and Shanna Strassberg.

**Hospitality Collaborative** was founded by Steve Fortunato, and serves as an umbrella for some of Los Angeles' most influential brands in special events—from fine dining catering company roomforty, to beverage catering company Pharmacie Events, to event venues like the critically acclaimed Fig House. Fortunato brings a passion to elevate and redefine event hospitality and has been trusted to serve a wide range of high profile clients from President Bill Clinton to Jay-Z, numerous A-list celebrities, industry leading executives and some of the most exclusive weddings in Southern California.

**Oaken Anchor** is an event production company started by Matthew Ford. Matthew has over 10 years experience producing events, concerts, and tours for some of the world's most influential entertainment brands and personalities.

**Shanna Strassberg** has over 23 years experience in the Nashville Music and Television industry. Shanna's incredible ability to connect the world's largest bands/artists with big brands (while operating as producer at the same time), has made her one of the most respected and well-liked people in the entertainment industry.



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# the design:

**The Mercantile** has partnered with Emily Henderson for design direction. Emily generates over 5MM impressions per month through her social networks. Her platform will be a part of our marketing and PR strategy.



We are custom fabricating the shopping experience by pairing gorgeous venues with uniform booths built with maplewood and copper.

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# THE SHADOWBOXERS



The Shadowboxers are known for their captivating lyrics, tight harmonies, soulful vocals, and high energy pop-funk sound. Founding members Scott Schwartz, Matt Lipkins, and Adam Hoffman met as students at Emory University in 2008 and experienced an instantaneous musical compatibility. In 2011, The Shadowboxers went on tour with the Indigo Girls, serving as their backing band and support act for over two years. Following the tour, the band ran a successful Kickstarter campaign to fund their first-full length album entitled, *Red Room* (2013), produced by Brady Blade (Dave Matthews, Emmylou Harris). *Red Room* was featured in the *NY Daily News* “Top 10 Picks in Music.” After the album’s release, The Shadowboxers started “Cover Tuesdays” on YouTube – monthly performances covering songs by major artists such as Michael Jackson, Crosby, Stills & Nash, and Justin Timberlake. The band’s cover of Timberlake’s “Pusher Love Girl” attracted nearly 200,000 views and recognition on Twitter from Timberlake and Pharrell Williams, amongst others. This young band’s unified sound has an R&B-fueled perspective with an abundance of vocal talent and skillful songwriting.

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YouTube - +550k Total Views



Facebook - 10K Likes



Twitter - 6.5K Followers



Instagram - 1.8k Followers



# the audience:

It only takes a spark to get a fire going.  
Millennials are fast becoming a force to be reckoned with.

It's estimated that **by 2020**, millennial buying power will be **1.4 trillion**.

The data is showing that **millennials** not only love to spend, but they **love to give**. They are **more socially conscious** than their parents and **seeing where their dollars go is important**.

In order for brands to sustain growth, it's critical for the them to **engage the millennial generation** in a more targeted way, and **cultivate existing and future ambassadors**. The Mercantile will provide you with with a captive audience of Millennials with disposable income.

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# the opportunity:

## Silver:

- Branding on website
- Branding on social media posts
- Mention in one of Emily's Blog posts
- Branding on printed materials

In exchange for:

\$5,000.00 or equal value product donation

## Gold:

- All silver level benefits
- Branding across **all** marketing materials
- Branding on ticketing landing page
- 5 free tickets to the event

In exchange for:

\$15,000.00 or equal value product donation



# the opportunity:

## **Platinum:**

- All silver and gold benefits
- Exclusive branding at bar and/or stage
- Presenting sponsor title
- Inclusion in video reel played on-site

In exchange for:  
\$25,000.00

## **Diamond:**

- Platinum level benefits
- Custom booth to share your story
- Brand photo-op activation at event
- 10 free tickets

In exchange for:  
\$50,000.00 (\$150,000.00 for all three)



the brands (so far):



THE GIVING KEYS

LOS ANGELES

BITS  
THIRTY ONE BITS

LSTD  
HEADPHONES



THE  
BRAVE  
COLLECTION



good hYOUman.



NISOLO



# THANK YOU

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