



URBAN EVENTS

Global

URBAN EVENTS GLOBAL

is a travel company of professional, African-American adventure seekers. Our travelers enjoy experiencing all that life has to offer through various group travel events, networking, and meeting like-minded individuals with an appetite for fun and exploration.



ADVENTURE



NETWORKING



EXPERIENCES



PHILANTHROPY



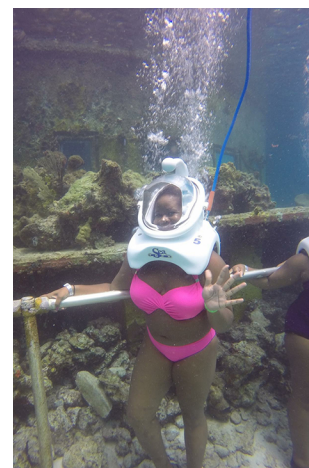
FRIENDSHIP

Urban Events Global's vision is to cultivate a space for professional African Americans to interact through organic events around the world. The development of these unique and non-traditional experiences ultimately allows participants the opportunity to relax and develop new friendships, all while in a care-free environment. Depending on the adventure, the number of travelers range from 400 to 2,000. Beginning as a camping trip in 2011, the organization has grown to become the hub for several events such as Urban Camp Weekend, Urban Excursion Weekend, Urban Cruise Weekend, and the annual UEG Meet Up.

URBAN EVENTS GLOBAL

In the beginning of 2016, after 16 years of financial services, Kevin Knight decided it was time to pursue his passion of entrepreneurship and share his love for adventure and travel with others by starting his company, Urban Events Global. Raised in a military family and having the opportunity to study abroad while in undergrad, Kevin was open to a world full of opportunities and experiences that changed his life forever. Kevin knew he was purposed to serve others by sharing his memorable, priceless moments and engage others in a world beyond their imaginations.

In 2017, Urban Events Global was included in BAUCE magazine's "7-Black Owned Travel Groups That You and Your Squad Should Join Now". By leveraging our social media influence and cultivating additional ambassadors, affiliates, partners, and travelers, Urban Events Global aspires to become one of the most influential and premier travel companies in the world.



SOCIAL MEDIA

Urban Events Global

 @UrbanEventsGlobal

 @UrbanEventsGLBL

 <https://www.facebook.com/groups/urbaneventsglobal/>



Urban Camp Weekend

 @UrbanCampWeekend

 @UrbanCampWeek

 <https://www.facebook.com/groups/urbancampweekend/>

 <http://my.yapp.us/URBANCAMP>



Urban Excursion Weekend

 @UrbanExcursionWeekend

 @UrbanExcWeekend

 <https://www.facebook.com/groups/UrbanExcursionWeekend/>

 <http://my.yapp.us/URBANEXCURSN>



Urban Cruise Weekend

 @UrbanCruiseWeekend

 @UrbanCruiseWeek

 <https://www.facebook.com/groups/UrbanCruiseWeekend/>

 <http://my.yapp.us/URBANCruise>

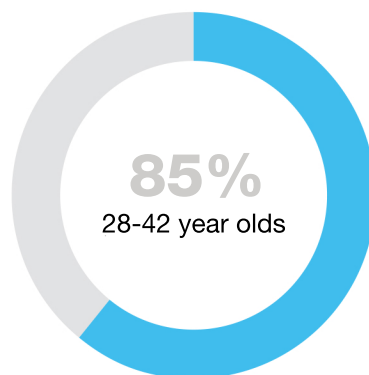


OUR AUDIENCE

Urban Events Global

Over 100,000 viewers and unique users to social media pages monthly

AGE

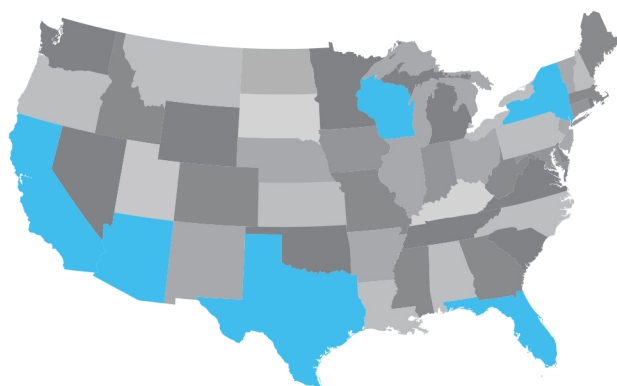
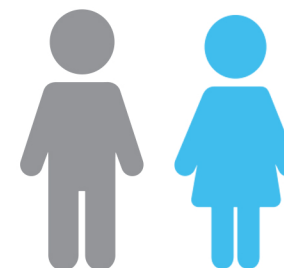


GENDER

35% 65%

MALE

FEMALE



85%

Reside in Major US Cities



73%

Views from mobile, web, tablets, and smartphone apps

MARKETING

1

Meet & Greet



2

Industry Travel
Events



3

Social Media



TARGET AUDIENCE

Guests who are 25-45 years old

SUSTAINING GROWTH

Urban Events Global believes that there are 3 key objectives to meet when it comes to sustaining platform growth:

1

Sculpt the platform to efficiently meet the guests' needs.

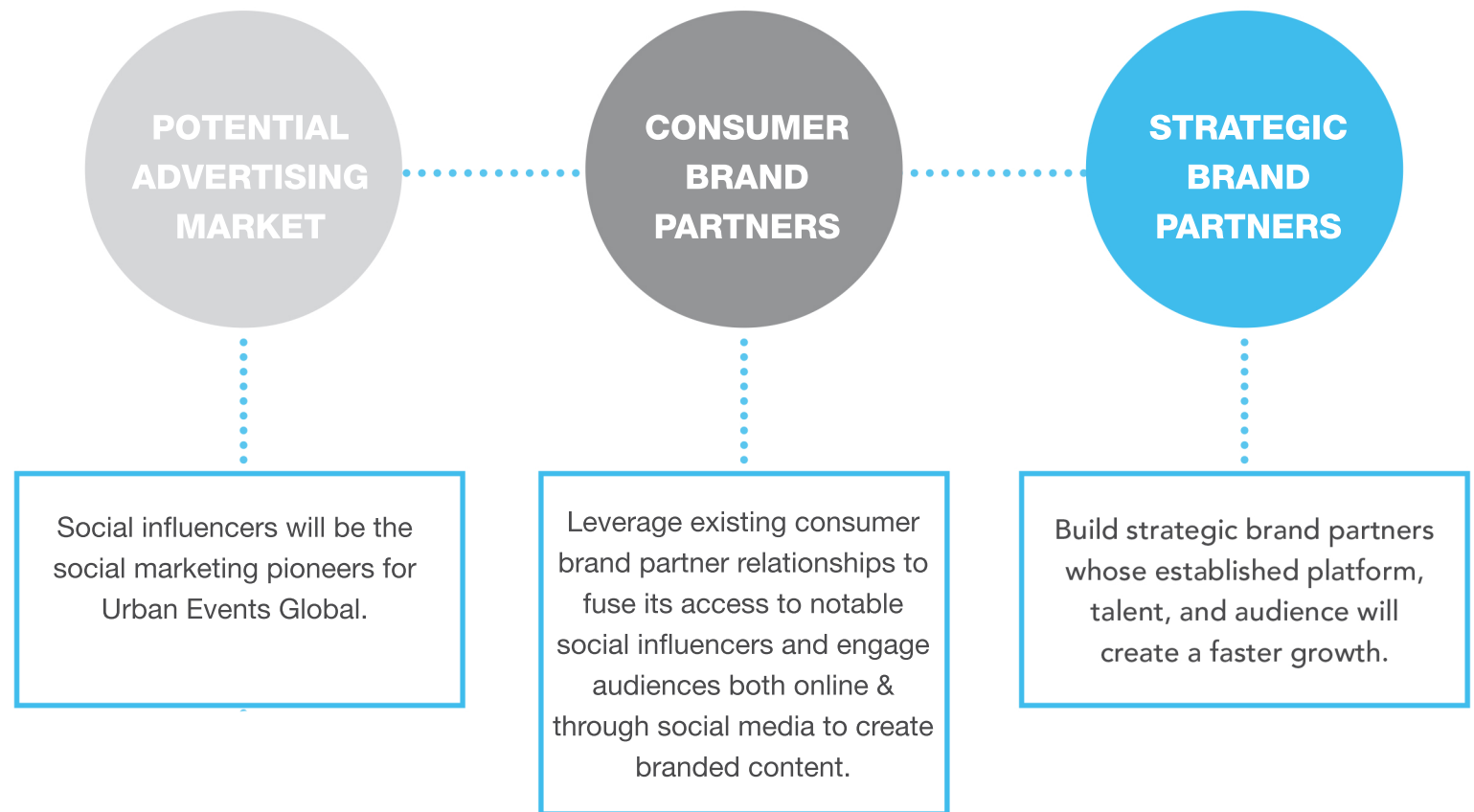
2

Develop engaging travel and life experiences

3

Influential and industry partnerships

PLATFORM MONETIZATION STRATEGY



THANK YOU

WE LOOK FORWARD TO THIS EXCITING OPPORTUNITY



FOR MORE INFORMATION, PLEASE CONTACT US BELOW:

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