



b a b y b e a n

ACTION SPORTS PORTFOLIO

Who we are.



Baby Bean is an experiential event marketing and entertainment agency. From our beginnings supporting BMX action sports events, to present day with more than twenty years of client and agency expertise, Baby Bean provides event production, project and program management, creative direction, digital marketing, media communications, market research, brand development and consulting services.

Our in-house experiential and apparel brands include **King of New York®**, **Snow Tour®** and **Kalospectra®**.

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what moves you
adult.com

what moves you
adult.com

A few we've worked with



TOYOTA



Red Bull®



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Why choose Baby Bean?

We have developed relationships with action sports athletes, media, vendors, and venues which give your company a competitive advantage.

Our event production saves your business time and money. Baby Bean can completely produce and activate your quality, customized program.



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Consumers love our events...

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**We are real pro athletes,
musicians, artists, and
avid enthusiasts. We
speak the language your
consumer understands!**

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<http://www.youtube.com/watch?v=exhUz5CcQis>

Click ↗ to watch the
King of New York®
mini-documentary

*"...the King of New York
isn't your typical BMX event.
It's less a contest and
more of a get together,
spread over a two-day weekend,
(which included a mock
NYC police cruiser this year.)
This past weekend
the scene was amazing."*

• Brian Tunney,
ESPN Action Sports



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Snow Tour®
Features top professional and amateur athletes
engaged in a series of sport, music and lifestyle events.

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Kalospectra

Blending art
alongside
action sports,
Kalospectra®
brings together
an eclectic
mix of artists
into a setting
resembling,
yet very unlike,
the archetypal
gallery showing.



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Time Out **548**
New York

GET A BETTER JOB

THE INSIDE SCOOP ON
Finance • Real estate • Restaurants
Education • Retail • Health care • Design
Nonprofits • Your own business • and more!

MUST PLAN YOUR WHOLE WEEK
WITH PORN BINGO, FREE FOOD,
THE PERFECT BEACH AND DE LA SOUL.

12
No matter financial in, we'll fill to a Yorkers fly and got it. And if d, we have es.

20
Bartenders, baristas and butchers—the new culinary glamour jobs.

22
Review
It's all fuss and fusion at Sho Shaun Hergatt.

Seek

Shopping **27**
We highlight a funky new shoe line that can help you put your best foot forward.

Careers **28**
Go into business for yourself: Getting clients is easier than you think.

Wellness **29**
Stressing about your job situation (or lack thereof)? Our expert tells you how to cope.

Sex & Dating

Hook up with a fetish model, a go-go boy, a lingerie designer—and more! **108**

Get Naked **107**

The Hot Seat

He's not punking us: Ashton Kutcher **108** is a pretty down-to-earth dude.

Jasmine says: "My mom is incredible. She's better to do an interview with than I am: She's from Burma and moved here when she was 25. She was on faculty at UPenn School of Medicine and has worked on trying to understand how the body moves, and how to treat pain. My brother and I both worked in finance, and when she'd taken it all the way science-wise, we started working with her to make it available to people."



Grab some glow sticks for the mind-altering musical performances of Stephan Moore, John King, Eats Tapes and Lovefingers Sat 8 at PS.1 (ps1.org).

Before the show ends Aug 9, view Andri stoops in Manhattan at the Museum of

2 TIMEOUTNEWYORK.COM August 6–12, 2009

If you do only 1 thing...

THU 6	FRI 7	SAT 8	SUN 9	MON 10	TUE 11	WED 12
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King of New York

The biggest names in BMX biking (like J off in this annual competition, featuring flatland races and a ramp contest. See page 34.

Your perfect weekend

Friday, Aug 7
[Event details]

Saturday
[Event details]

Sunday, Aug 9
[Event details]

Best of the fests
[Event details]

STREET
[Event details]

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Brand integration and awareness are important parts of our marketing programs.

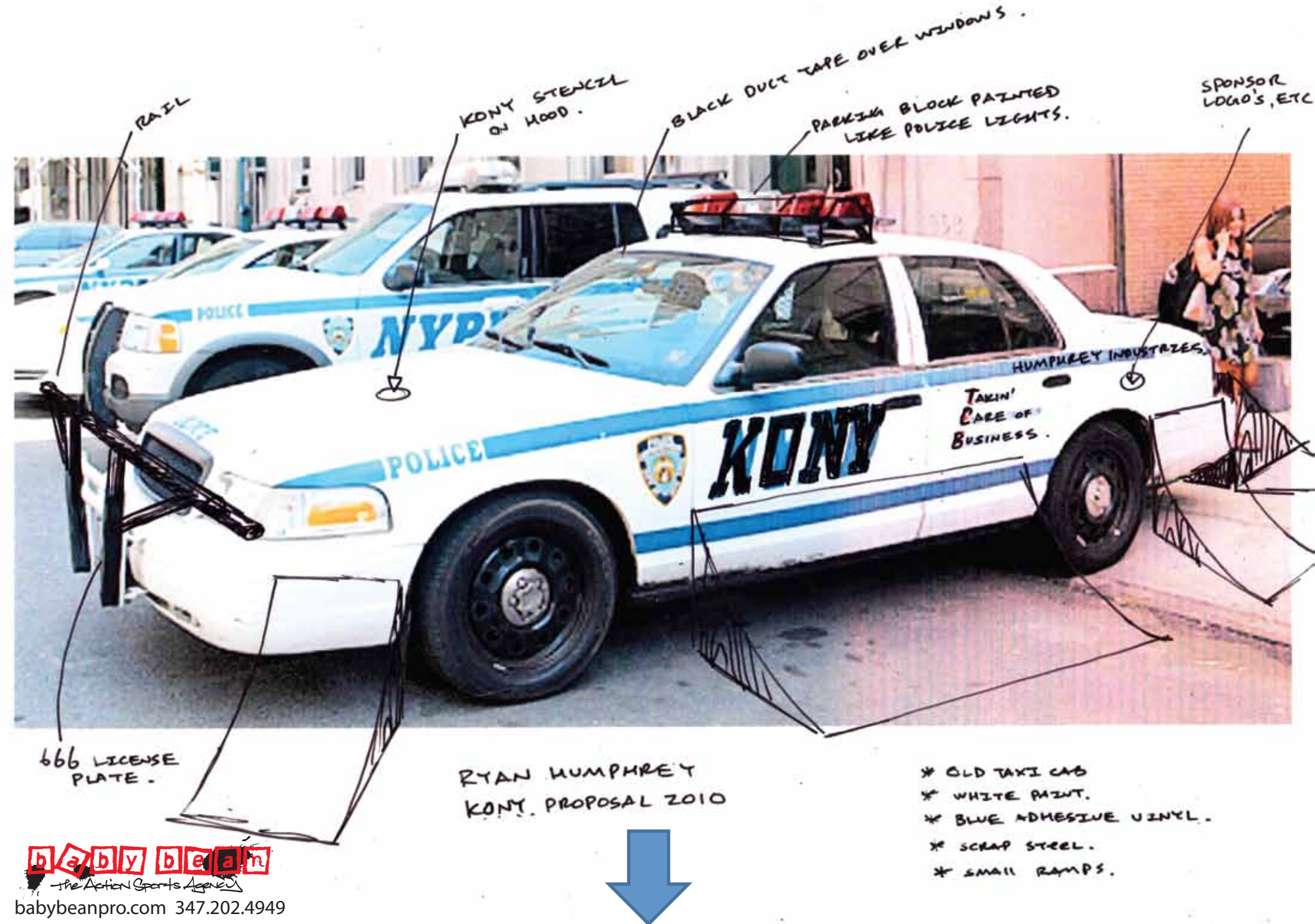


Scion Snow Tour comes to Central Pennsylvania Teaming Local Snowboarders and Professional Athletes

Scion Snow Tour comes to Ski Roundtop in Warrington Township



Concept Vehicle Design: from idea to production, and beyond...



This King of New York
concept vehicle led to
five-times more event views
on a top BMX media website
than the NBC Dew Tour.
That year's KoNY event was
also one of the highest
attended KoNY events in its
20-year history.



baby bean
the Action Sports Agency

babybeanpro.com 347.202.4949

We live action sports!
Baby Bean utilizes
the talents of
dedicated,
passionate
athletes, artists,
musicians and others
with more than
twenty years of
experience
throughout the action
sports industry.



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Custom Stunt Ramp Design and Construction



Kalospectra Modular Ramps



One ramp...
...multiple configurations.
Versatile, low-cost portable
ramps for any occasion.



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Athlete Representation

and associations with some of the top industry
athletes and personalities



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Artist:
Ryan
Humphrey



Artist:
Liquidmethod



Copywriter:
Brendan Hayes



Photographer:
Jeff Zielinski



Filmmaker/
Videographer:
Brandon D. Cole



Photographer:
Rob Dolecki

Photographer/
Graphic Artist/
Web Designer:
Jorge Jovel



Photographer:
Bryan Close

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**Baby Bean
Experiential Event Marketing & Entertainment**

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