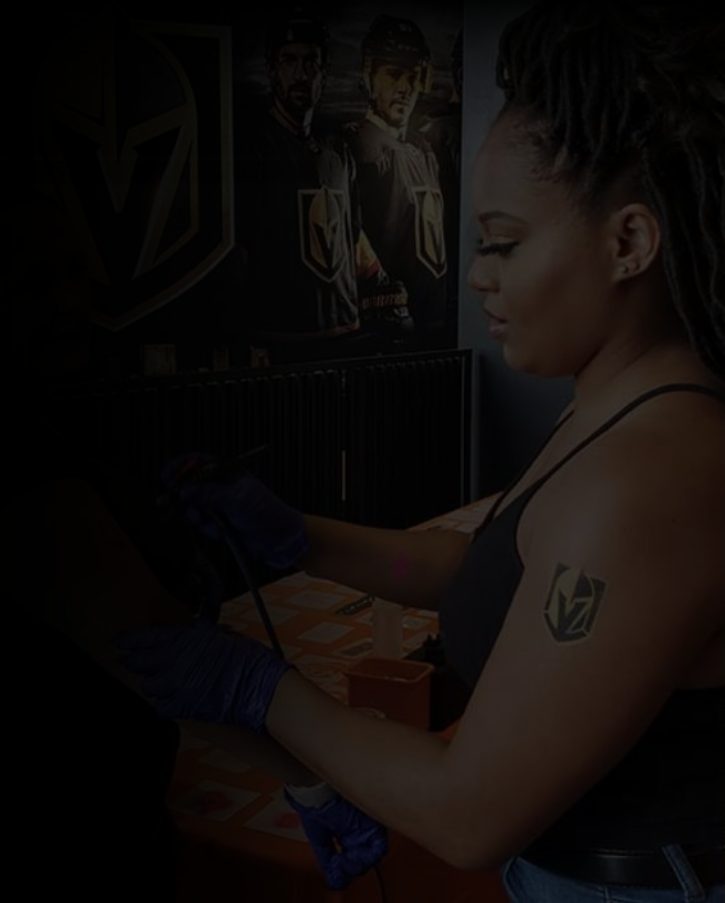




TRIBAL INK

Tribal Ink Events

The Brand Activation Experience Your Guests
Will Still Be Talking About Next Week



YOUR CLIENT WANTS MEMORABLE

You're deep in the planning phase of a major brand activation. The client has a vision: something immersive, something that gets people genuinely excited, something that drives social buzz and keeps their brand visible long after the event ends.

They've invested a significant budget. Expectations are high, and they're counting on you to deliver.

THE PROBLEM WITH STANDARD ACTIVATIONS

Most brand activations don't fail because they're poorly executed. They fail because they don't create stopping power.

You've seen the standard options:

- Photo booths with branded overlays
- Swag bags that end up at the bottom of a tote
- Step-and-repeat walls guests walk past
- Sponsored games that lose energy after the first hour



They check the box. They fill the activation footprint. But they don't create a moment. They don't stop a crowd. They don't give a guest something to carry home, show their friends, and talk about for the next week.

In live brand experiences, "it ran smoothly" is not the win. Gathering a crowd, getting attention and leaving a lasting impression is the win.

THE REAL CHALLENGE

And then there's logistics.

Your campaign doesn't touch one city. It touches five, ten, sometimes fifteen markets in a single quarter. You need consistent execution in Los Angeles, Chicago, Dallas, Miami, New York—and everywhere in between.

Most vendors solve one market well. But ask them to scale nationally on the same weekend, and quality starts to fracture.

That's when agencies end up patching together a patchwork of local operators. You spend hours vetting each one. You write multiple contracts. You hold your breath on event day hoping everyone shows up prepared and on-brand. Sometimes it works.

But when something goes wrong, it's not the vendor who gets questioned.

It's your agency.

There is a better way. And that's exactly what Tribal Ink Events was built to provide.

A BETTER ACTIVATION EXPERIENCE

Imagine this:

We arrive fully equipped with everything needed—airbrush systems, inks, stencils, and setup materials. All we require is a standard power outlet and a small footprint per artist.

Your client's activation opens, and within minutes, a crowd forms around a station no one had to promote.

Guests are leaning in, watching, laughing, pulling out their phones. There's energy in that corner of the venue that doesn't exist anywhere else in the room. People are waiting in line, voluntarily and enthusiastically, to participate in something that a few minutes ago they had never seen before.

A skilled artist is applying a custom-designed, full-color temporary tattoo directly onto a guest's arm. The design features your client's logo, rendered beautifully, in vivid color, in about two minutes flat. The ink is skin-safe, FDA-compliant, water-resistant, and instant-drying. We can replicate logos, campaign artwork, themed designs, and even specialty finishes like glow-in-the-dark or UV-reactive effects for night activations.

That guest will wear that tattoo for the next three to seven days. To work, to the gym, to the weekend barbecue. Every time someone looks at it and asks about it, your client's brand gets another impression, another story, another moment of word-of-mouth marketing that no media buy can replicate.



That's what Tribal Ink Events delivers. Live airbrush tattoo entertainment and branded activation experiences that create genuine crowd energy, drive real social sharing, and extend brand exposure well beyond the walls of the venue and the hours of the event. We work with experiential marketing agencies, brand activation companies, and in-house brand teams at major corporations to bring this experience to events of every size, in markets across the country, with the consistency and professionalism that high-stakes productions demand.

One thing we hear from guests at nearly every event we work is some version of: "Wait, is this safe on my skin?" It's a fair question. People are naturally cautious about anything going on their skin, and they should be.

The answer is yes, completely.

Tribal Ink uses only FDA-compliant, cosmetic-grade body paints that are hypoallergenic and skin-safe for all ages, including children. Our inks are free of harsh chemicals and formulated specifically for skin application. They dry instantly on contact, so there is no mess, no transfer, and no waiting around. They are water-resistant enough to last three to seven days through normal daily activity, including showering, and they can be removed quickly and completely at any time with baby oil, rubbing alcohol, or any oil-based soap.

This matters not just for the guest experience, but for your event production. When you're working with large crowds at a corporate activation or a branded festival, the last thing you need is a vendor whose product raises health or liability concerns. Ours doesn't. Every ink we use meets FDA guidelines for cosmetic skin application, and we can provide documentation upon request.

Guests of every age, skin tone, and sensitivity level can participate. That inclusivity is part of what makes the Tribal Ink experience work so well at large-scale events. Nobody is left out. Everyone can be part of the moment.

WHO WE ARE

My name is Mark Dixon. I've spent more than 25 years in this industry, and I came to it by a road that most event entertainment companies haven't traveled.

My business partner Miguel and I didn't start out in events. We started out in e-commerce, running a product-based business and spending serious money on pay-per-click advertising to drive it. We understood digital marketing at a time when most people in this space were still figuring out what a conversion rate was. We understood data, targeting, and the mechanics of what makes people take action. When our product category got knocked off by overseas manufacturers and the economics stopped making sense, we didn't look for another product to sell. We looked for a better opportunity entirely.



We found it in the live events space, and we brought everything we had learned about marketing and scale into building something new. What started as an idea became Island Tribal Designs, a retail chain of airbrush tattoo locations inside Las Vegas-area casino and hotel resorts. From there, we became a leading manufacturer of temporary tattoo inks and stencils, and built out training and certification programs for artists across the country. We created one of the first and largest nationwide event platforms for airbrush tattoos in the United States.

Everything we built, we built with the same principles: do the work right, deliver on what you promise, and build systems that scale without sacrificing quality. Tribal Ink Events is the result of more than two decades of that work.

Today, we operate in more than 20 major U.S. markets. We've worked with some of the most recognized brands in the world. We do roughly 12 events per month on average, with our busiest seasons in March and September. And we're still growing, year-over-year, because the agencies and brand teams who work with us once almost always come back.

We didn't get here by being the cheapest option. We got here by being the best one. From corporate activations to festivals, school events, and private celebrations, Tribal Ink scales across audiences and environments.

WHAT MAKES TRIBAL INK DIFFERENT

There are other companies that do airbrush tattoos at events. We know them. We've watched the industry for a long time. And we want to be straightforward about what separates Tribal Ink from the rest of the field, because it matters when you're putting your agency's reputation on the line.

We are a nationwide operator, not a local one.

This is the single biggest difference, and for agencies managing multi-city campaigns, it's the one that changes everything. Most airbrush tattoo companies serve one market. They're talented in that market, and we respect that. But when your campaign spans ten cities, you need a partner who can execute in all ten with the same quality and consistency. We have trained professional artists embedded in more than 20 major markets across the United States. One contact. One contract. One standard of performance, everywhere.

We hire brand ambassadors first and artists second.

This is a philosophy we've developed and refined over decades in this business. The technical skill of applying a beautiful airbrush tattoo is something we can teach.

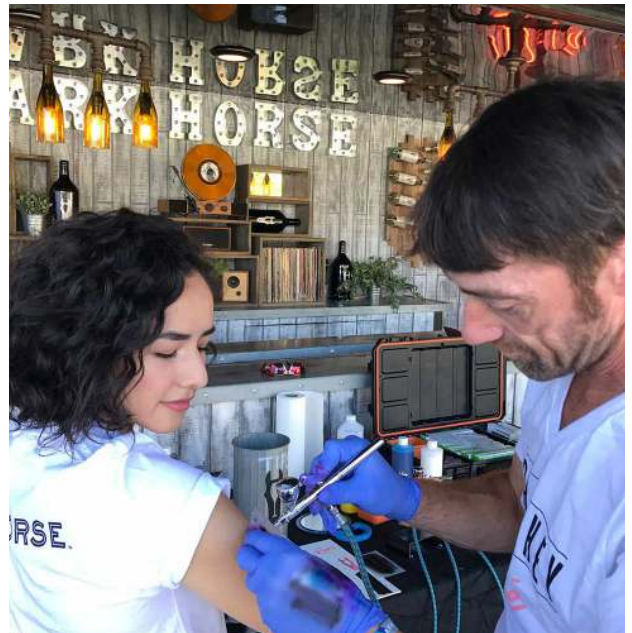
What we can't teach is the ability to engage a stranger warmly, read a crowd, represent a brand with energy and professionalism for six hours straight, and make every single guest feel like the experience was designed just for them. That's what our artists bring to every event. We hire for personality and professionalism, and we train the craft.

We are fully turn-key. When you book Tribal Ink, you get everything: the artists, the equipment, the custom stencil design, and the execution. There is nothing for your team to source, set up, or manage on the day of the event. For agencies coordinating complex multi-vendor productions, this simplicity has real value. We handle our piece completely, so you can focus on yours.

We are fully insured. Certificates of insurance are available for venues and corporate clients upon request. This is standard for us. It should be standard for anyone you hire for a corporate activation, and we want you to know it's never a question with Tribal Ink.

We have built scalable unit economics that benefit our clients. Over the years, by developing our own training programs and building our own artist network rather than relying on independent contractors, we've been able to drive down our cost per artist significantly. That means we can execute large-scale, multi-artist activations more cost-effectively than almost anyone else in this space, and that savings passes through to our clients.

Our results extend beyond the event. No other activation asset follows your client's audience home, to the office, and through their week the way ours does. We'll come back to this in detail, because it deserves its own conversation.



HOW TRIBAL INK WORKS

One thing we hear from guests at nearly every event is some version of: “That was so much easier than I expected.” That’s by design.

Here is what working with Tribal Ink looks like from start to finish.

Step 1: Tell Us About Your Event

Reach out through our website or give us a call. We’ll want to understand your event date, location or locations, expected guest count, brand guidelines, and any specific design or thematic requirements. The more context you can give us at this stage, the better we can tailor the experience for your client. If you’re planning a multi-city campaign, this is also where we’ll map out the full scope and begin staffing across markets.

Step 2: Custom Design and Stencil Creation

Our team creates custom stencils built specifically around your client’s brand. Logos, campaign themes, event-specific artwork, seasonal graphics: we can work from virtually any design brief. Everything is created to match your client’s brand standards. Nothing is pulled from a generic catalog. If your client wants guests leaving the event wearing their actual logo rendered in full color on their skin, that is exactly what we deliver.

Step 3: Nationwide Staffing and Logistics

Once the design is approved and the event details are confirmed, we handle all staffing and logistics. Our artists are trained, background-checked, professional, and familiar with the expectations of corporate and agency-level events. They know how to dress appropriately, communicate professionally with event staff and venue contacts, and perform consistently across a full event day. For multi-city campaigns, we coordinate all markets through a single point of contact on our end, so you’re never managing multiple conversations in multiple cities.

Step 4: Event Day Execution

Our artists arrive early, set up efficiently, and hit the ground running. They are trained to build a line, not wait for one. They know how to draw attention, invite guests into the experience, and keep the energy high for the duration of the activation. They stay on brand at all times, follow any specific guidelines your client has established, and represent your agency with the same professionalism you’d expect from your own team. When the event ends, they pack up cleanly and completely. You won’t be getting calls from the venue about cleanup.

Step 5: Your Client Wins

Guests leave happy, wearing your client’s brand on their skin. Your client has photos, social media content, and a crowd experience that exceeded their expectations. Your agency has delivered something that generates organic participation. And because the tattoos last three to seven days, the brand impressions keep accumulating long after the event is over.

That’s the Tribal Ink process. Simple for you. Impactful for your client. Consistent in every market. For high-volume activations, we deploy multiple artists to eliminate wait times and maintain crowd flow.



YOUR BRAND, STILL WORKING DAYS AFTER THE EVENT

We want to spend a moment on this, because we believe it's one of the most underappreciated marketing advantages in the experiential space, and it's unique to what we do.

Every other activation asset has a shelf life that ends at the event. The photo from the photo booth lives on someone's phone, maybe gets posted once, and then scrolls out of view. The tote bag goes in the closet. The branded pen ends up in a drawer. Even the most elaborate experiential installations are, by definition, temporary structures that exist only in that venue on that day.

Our tattoos leave the venue on the skin of your client's guests and keep working for the next three to seven days.

Think about what that actually means for brand exposure. A guest at a corporate event in Chicago gets a custom tattoo with your client's logo on a Friday evening. On Saturday, they're at brunch with friends who ask about it. On Monday, they're at the office and a colleague notices it and asks where they got it. On Tuesday, they're at the gym and someone in the locker room comments on it. Every one of those moments is a brand impression. Every one of those conversations is a story being told about your client's brand by a real person who had a positive experience with it.

This is word-of-mouth marketing in its most literal form. And it's built into every single Tribal Ink activation at no additional cost.

For agencies who are regularly asked to demonstrate the ROI of experiential investments, this is a genuinely compelling story. The reach of a Tribal Ink activation doesn't end at the door. It walks out into the world and keeps going.

THE BRANDS THAT TRUST TRIBAL INK

We've had the honor of working with some of the most recognized brands and organizations in the world. What follows is a partial list of clients from across our history, representing industries from technology to entertainment to sports to consumer goods. Many of these are not one-time engagements. They are ongoing relationships built over multiple events, multiple cities, and multiple years.

Technology Google · Microsoft · Amazon · Adobe · T-Mobile

Entertainment Disney · Marvel · Universal Music Group · Live Nation

Sports NBA · WNBA · MLB

Apparel and Retail Nordstrom · Saks Fifth Avenue · UGG

Automotive Chevrolet · Honda · Lexus · Firestone

Food and Beverage Budweiser · Coors · Dos Equis · Pepsi · Starbucks

Hospitality Hilton · Hyatt · House of Blues

Experiential Marketing Agencies Jack Morton · Wasserman · Mosaic · George P. Johnson · Giant Spoon · Havas Street · Gravel Experiential · Encore Creations · Touch Worldwide · Revolution Marketing · Blueprint NYC · BMF · InVision Communications · and many more



WHAT OUR CLIENTS SAY

"Thank you so much for your great work at our staff party at the House of Blues. Your temporary tattoo station was certainly the highlight of the party. We especially appreciate you staying past the scheduled time to accommodate repeats. Most of our staff returned to get second, third, and even fourth tattoos. You and your airbrush tattoo staff were personable, funny, and professional and immediately put our staff at ease." – **Camille, House of Blues**

WHERE WE WORK

Tribal Ink operates in more than 20 major U.S. markets, with trained professional artists already embedded and ready to deploy. This isn't a network we pull together on demand. It's an infrastructure we've spent years building, specifically so that our agency and corporate clients never have to worry about coverage.

OUR MARKETS INCLUDE:

Los Angeles	Las Vegas	Phoenix	Atlanta
Austin	Dallas	Houston	Miami
New York City	Chicago	Seattle	Denver
Nashville	Orlando	San Diego	San Francisco
Minneapolis	Detroit	Boston	Washington D.C.

Additional markets available upon request

Whether your next activation is in one of these cities or somewhere in between, reach out and let us know what you need. We will tell you honestly what we can execute and how.

A NOTE ON CONSISTENCY

We want to say something directly to the agency professionals reading this, because we know how important this is to you.

When you recommend a vendor to a client, you are putting your agency's credibility behind that recommendation. If the vendor underdelivers, that reflects on you. We understand that. It's why we have built our entire operation around the principle of consistency.

Consistency is not something you can achieve by hiring independent contractors market by market and hoping for the best. It requires a deliberate approach to hiring, training, and culture. We hire people who are outgoing, professional, and genuinely good with crowds before we ever teach them to hold an airbrush. We train our artists ourselves, using standards we've developed over more than two decades in this business. We maintain those standards across every market we operate in.



The artist who represents your client's brand in Los Angeles will perform at the same level as the artist doing it in Dallas or Chicago or Miami. That consistency is not accidental. It's something we have worked hard to build, and it's something we protect in every hiring decision we make.

When you book Tribal Ink, you are not booking a local vendor and hoping they scale. You are booking an operation that was designed to scale from the beginning.

PLANNING AN ACTIVATION? LET'S TALK.

We work best with clients who are thinking ahead. Whether you have a campaign in production right now or you're building out your vendor network for the year ahead, we'd love to introduce ourselves and show you what we can do.

Our process is simple. Our artists are exceptional. Our results speak for themselves. And we have more than 25 years of experience making sure that when you need us, we show up exactly the way you need us to.

Reach out today to start the conversation.

Visit us: tribalinkevents.com

Call us: 866-433-0643 (Toll Free)

Email us: info@tribalinkevents.com

Fill out our event inquiry form and receive **10% off your first event**. We recommend booking 2-4 weeks in advance, but we can often accommodate last-minute activations depending on market availability.

Have a multi-city campaign in mind? Ask us about our agency partnership pricing.

TRIBAL INK EVENTS *Where Your Brand Comes to Life*

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