



**LMP INC.**  
LIGHTNING MAN PROMOTIONS INCORPORATED



Results Driven Events, Experiences & Marketing. Let Us Show You How!  
Est. 1989

A Utah Corporation: 51% Woman Owned/49% Veteran Owned  
DBA's All-Actionsports.com and Sheshreds.co

# Core Competencies

Full Event Planning >  
Production

Concept  
Development >  
Creative

PR > Targeted  
Promotion >  
Measurement &  
Analytics

Research >  
Execution Strategy

Partner/Sponsor  
Development >  
Engagement Branding

Compliance >  
Risk Mitigation



# About Us

## Results Driven Events, Experiences & Marketing.

- The LMP Team is comprised of a unique mix of dynamic experienced leadership and tenured project support personnel, and partners around the country and world. Our team includes experiential marketing pioneers, event/festival production pros to bleeding edge web developers, award winning creative designers and industry recognized research and strategy professionals. We are effective, scrappy and keep things lean in our proven model regardless of scale or scope of project.
- The LMP Team offers a history of achievement and tradition of performance excellence across a diverse range of clients, projects and programs with quantifiable and qualifiable proof positive. Our unique mix of big shop know-how and entrepreneurial dynamism enables us to immediately assist in impacting any project, from parts and pieces to top-down development to meet your goals and objectives.



# Our History

An agency Friendly, Full Service Event Marketing Company

For three decades, LMP has been involving and immersing brands, organizations and idea makers with their audience through experiences. We pride ourselves on being strong marketers first and foremost. We take the time to understand your unique objectives, strategies and audience. This informed focus, applied to the real and virtual environments and experiences we create, enables us to achieve a fully leveraged interaction with your audience. We use tried and emerging technology, conventional production techniques, lifestyle/ media interest content and of course – people.



# Our Scope

## What We Do...

- Brand Launches
- Education/Entrepreneurship Activations
- Transportation PR Events
- Community Activism
- Tourism/Commerce Development
- Awards Events
- Outdoor Recreation & Sports Competitions
- Concerts
- Conventions and Summits
- Festival and Fair Activation
- And Beyond

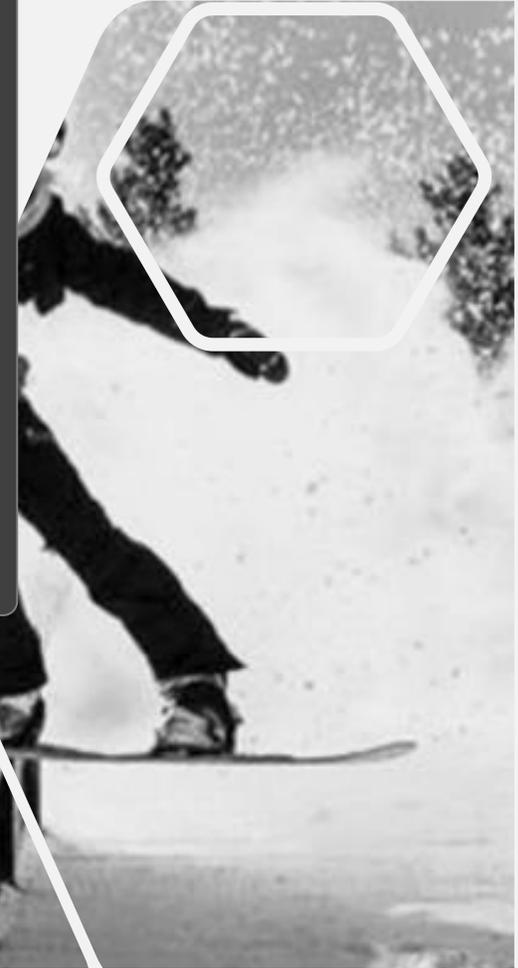


# Action Adventure Sports Platforms

DBA's:

All-ActionSports.com

SheShreds.co



# Action Adventure sports Marketing

## All-ActionSports.com

All-ActionSports.com is a partnership between grassroots event promoters, marketers, athletes, supportive brands and retailers, but most importantly participants and fans of actions sports. Our mission is 1, 2, 3...

1. Nurture a community where anyone can participate and share their action passion at any skill level, age, gender or adrenaline rush of choice, find out information on events, places to participate, where to get gear, but most of all push for progression and cross pollination. No matter what kind of board you ride, bike, 4-wheeler, other contraption or if you like to jump from perfectly good airplanes, THIS IS THE PLACE FOR YOU!
2. Provide event development, marketing and logistical resources to support brands, retailers, promoters, athletes (pro and amateur) across the country and compile, organize and disseminate information on all action sports in water, snow, dirt, skate etc. from any appropriate source.
3. Directly produce and assist other entities in producing and marketing action sport and associated lifestyle events and tour stops.



# Action Adventure sports Marketing

## SheShreds.co

Purveyor of inspiration, supplies and community for female action-adventure sports athletes.

**We Believe In...Celebrating everyday girls doing extraordinary things.  
Every day.**

- SheShreds.co is an apparel company that doubles as a social platform for girls and women to stand on.
- Our mission is to arm everyday girls and women with apparel, experiences and a system of support that helps them feel extraordinary. Every day.
- We produce a myriad of events, including destination and competitive, focused on welcoming female athletes of all skill levels. From snow and water events to specialized programming to clinics, we are dedicated to educating, training, and supporting girls and women in their chosen sports disciplines. It's also important to us that our projects introduce our female athletes to other brands and organizations that are staunch supporters of their involvement in action-adventure sports.



# Bios

## Tony Duffy

PRINCIPAL @ LMP INC. /ALL-  
ACTIONSPO RTS.COM/SHESHREDS.CO

My background includes active military service and spans three decades of experience building brands, marketing organizations, concept entertainment properties, universities, Not For Profits and this company, which I launched in 1989. In all roles I have been intricately involved in establishing targeted event equity, experiences, marketing programs and promotions to meet individual client needs and objectives, driving performance and consistently securing new business and growth despite ongoing competition over the years. Notable achievements of interest include:

Successful development of 53-market event planning and production infrastructure with a production asset inventory and annual funding in excess of \$40M for KBA Marketing as Director of Events.

Creation of performance and production-based concept events toured to nightlife venues throughout the U.S. and featured in amphitheatre-level properties including Lollapalooza and Ozzfest.

Production and management of numerous, highly-visible events including The Coors Light Maxim Magazine Model Search and Dennis Rodman/Crobar “infamous” events during the Chicago Bulls Dynasty, Summit Outside at Powder Mountain and The World Wake Surfing Championships.

Development of the famous “Bartender’s Ball Tour” in up to 53 cities for four-years running and featuring talent such as Lenny Kravitz, B-52s, Chaka Khan and James Brown.

Sustainable relationship building with key clients including Summit Series, Powder Mountain Resort, Weber State University, The Integer Group, Draft/FCB, KAART Marketing, Legacy Marketing Partners, Stoelt Productions, Coors Brewing Company, RJ Reynolds, United Distillers and Vintners, Absolut Spirits, M&M Mars, Audi, Coca Cola, Pepsi, Skullcandy, Nike and numerous NFL, NBA, and MLB players as well as personalities from the Music, Television and Motion Picture Industry.



# Bios

## Gina Duffy

FOUNDER SHESHREDS.CO

PRINCIPAL PARTNER LMP INC.

Gina joined LMP Inc., formally in 2003 taking on an executive role. She then founded SheShreds.co in 2013: a brand, advocacy and community for females in action adventure sports just one year after moving from downtown Chicago to the side of Powder Mountain with husband and partner, Tony Duffy. In 2014 she was honored to be named as one of Utah Business Magazine's 30 Women to watch. In 2015 she was an award recipient of the Utah Small Business Development Center Success Story at the State Capital. In 2017 she brought the SheShreds brand into top retailer, Zumiez brick & mortar as well as their e-commerce stores. Current board member of G.O.A.L. Foundation and previous board member of Weber E3 Organization.

With a dynamic multi-decade background in destination hospitality, big ad agency know-how and boutique marketing shop execution grit, Gina brings creativity, leadership and results to all she touches. From her role on the core team establishing the first ever Italian Luxury outerwear brand store in the U.S. for Moncler in Aspen, Colorado to lead stylist and environmental designer for multi-year, multi-city party tours for Maxim Magazine to female action sports brand, Sheshreds.co founder, Gina's experience, enthusiasm and commitment to building all manner of brand and business leveraging social and cultural triggers is unrivaled.

With a myriad of entrepreneurial and big shop accolades and successes to her credit in full and in part, Gina has made a name for herself, created voice for women in business and sports and given "girl power" new meaning in our evolving world





# Recent Press

We Know How To Generate “Buzz”

- Eventbrite feature article on [“Event Makers”](#)
- Park City Television feature segment of [The World Wake Surfing Championships 2018](#)
- Indie Ogden Awards on [Fox 13 News](#)
- 1 Million Cups Advocate on Entrepreneurship [ABC4](#) Segment
- SheShreds Jamboree Rail Jam & Retreat Weekend [Featured on Park City TV](#)
- Fox 13 The Place Feature on [2019 World Wakesurfing Championships](#)



# Timeline

1989

- After a stretch in the U.S. Air Force, Founder, Tony Duffy begins work in Chicago with a passion for music, art, fashion, nightlife, media and action sports.

1993

- LMP INC. becomes an Illinois S-Corporation with significant nightlife event equities developed in Chicago, Miami, NYC and beyond.
- LMP INC. provides services for major lifestyle festival Lollapalooza for the first time.
- LMP INC. becomes in house promoter for Chicago storied entertainment venues Crobar, Exit and Dome Room.

1995

- LMP INC. partners with KBA Marketing to develop and produce the Bartenders Ball Tour .
- LMP INC. Principal, Tony Duffy goes in house with KBA Marketing developing 53 market event lifestyle promotion/production infrastructure while simultaneously driving LMP INC. forward.
- LMP INC. provides services for major lifestyle festival Ozzfest for the first time.

1999

- LMP INC. produces Red Bull National Sales Meeting and signature Red Bull Music Lab events.
- LMP INC. gleans ongoing contracts in event production with Southern Wine and Spirits, Absolut, UDV and other marquis consumer brands.

2003

- LMP INC. wins bid to produce the Coors Light Maxim Model Search Tour (CBC's largest marketing spend per annum) Retained through 2007, 10+ markets per year.
- Business Partner, Gina Duffy joins execute team and is key player in CBC win and retention.

2007

- LMP INC. produces Jim Beam National sales meeting and conference.
- LMP INC. spins off the DBA, All-Actionsports.com to address underserved lifestyle segment in Midwest and beyond.

# Timeline - Continued

2010

- LMP INC./All-Actionsports.com provides services to the Pro Wakeboard Tour, The Dew Tour and produces several grass roots events in wake, snow and skate board sports.
- LMP produces Sauza Hornitos National Launch Events.

2012

- LMP INC. relocates to Utah and becomes a Utah Corporation
- LMP INC./All-Actionsports.com begins scope of work with Summit Series-Powder Mountain

2013

- LMP INC. spins off DBA, Sheshreds.co with Gina Duffy at the helm to address an underserved and growing female market in action/adventure sports providing a mechanized global community, event infrastructure and signature brand.
- LMP INC. develops and produces The Haunted Hotel Ball Chicago, Las Vegas and Scottsdale with the GA agency.

2015

- LMP INC. provides services to Stoelt Productions servicing LA Dodgers, Fashions Night Out at Beverly Center and MAC cosmetics
- LMP INC./All-Actionsports.com takes on lead production role for the Wake UP weekend. The Mountain West's largest wake sports event annually.
- LMP INC./Sheshreds.co partners with world class resort, Powder Mountain to develop The Jamboree Series and destination winter sports events with female focus along with merchandise featured in all major Zumiez winter market brick and mortar and online retail.

2016

- LMP INC. begins services provision to Ogden City, Utah and Weber State University with varied scopes of work in cultural event development and outdoor recreation entrepreneurship.
- LMP INC./All-Actionsports.com produces The Wake UP weekend, Summer Krush Wakeboard competition and Boat Demo and The Rocky Mountain Wake Surf Open Competition and Boat Demo.

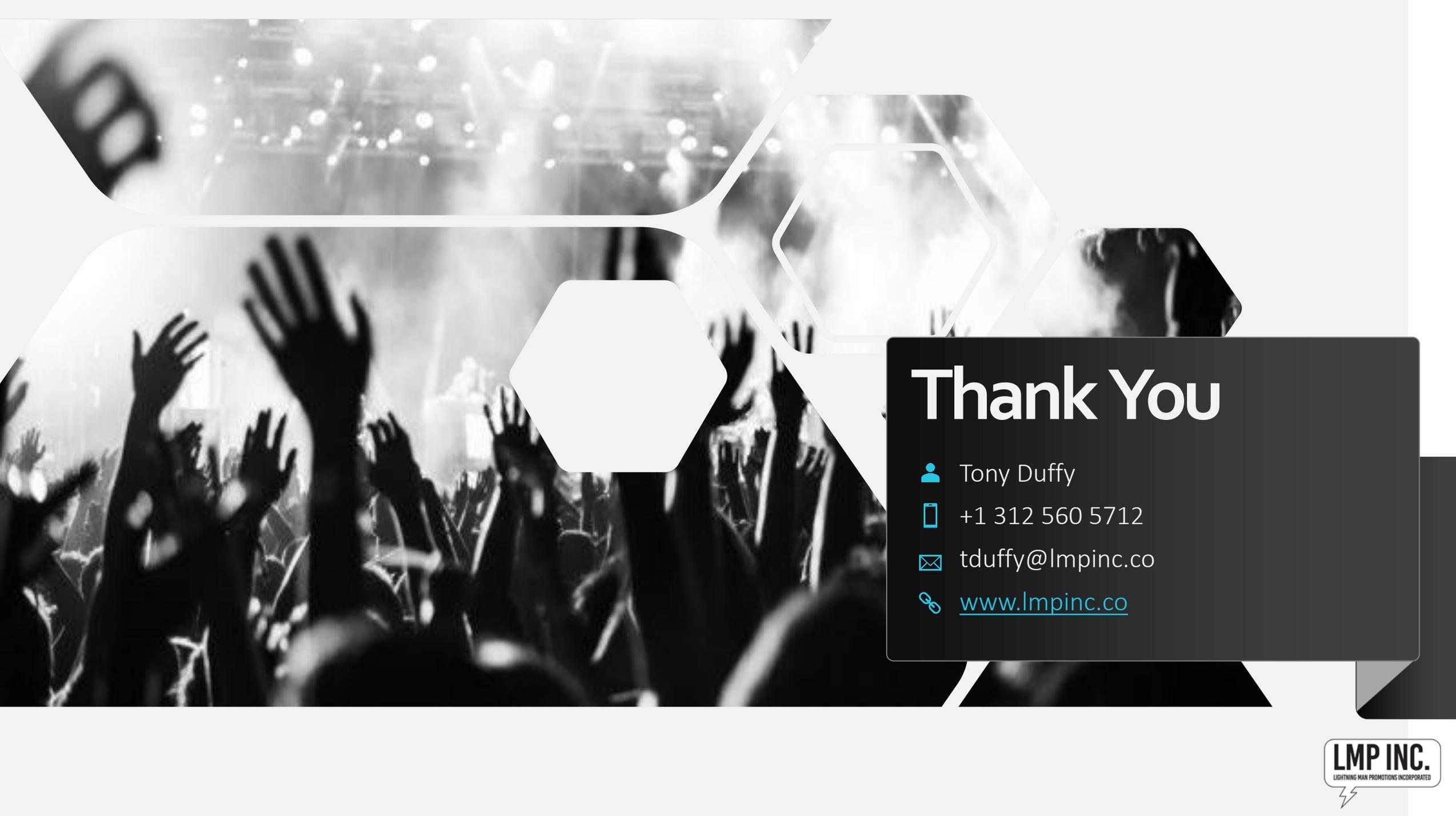
2019-  
Present

- LMP INC. partners with WSU in execution of the Outdoor Weber Global Outdoor Recreation Entrepreneurship Competition and culminating events involving over 25 Universities globally.
- LMP INC./All-Actionsports.com produces The World Wake Surfing Championships for the second year consecutively in Utah with athlete and brand participation from across the U.S. and world.
- LMP INC./Sheshreds.co ramps up destination and satellite event activation heading into winter 19/20.
- LMP INC./All-Actionsports.com/Sheshreds.co and out team look forward to working with you!



# Client-Partner-Sponsor List (Partial)

Jones Shirts and Signs ● Compass Rose Lodge ● **Admiral Beverage/Pepsi** ● Mandalay Bay Las Vegas  
Hilton Inn and Suites ● **Centurion Boats** ● Supreme Boats ● Supra Boats ● Malibu Boats  
MasterCraft Boats ● Park City TV ● OC Medical ● University of Utah Health ● **SMITH OPTICS**  
Houser ● **Lifetime Fitness** ● RXBar ● Flowrider Utah ● **Coors Brewing Company (now Inbev)**  
Draft/FCB (now FCB) ● KBA Marketing (now Legacy Marketing) ● **Visit Ogden** ● USFS ● Utah DNR  
**Nurture the Creative Mind** ● Watson Chevrolet ● **GM** ● Mac Cosmetics ● **LA Dodgers** ● Utah Lodging  
BoardCo ● **Rise Broadband** ● Tige Boats ● **Maverik** ● Monster Energy/Hansen's Beverage ● **Mitsubishi**  
**Motors** ● Intellibed ● SkullCandy ● Weber County ● Besst Yet ● **Tentsile** ● The Integer Group  
Digitas ● **Virgin America** ● Jim Beam ● **Sauza Hornitos** ● Blue Moon ● Ogden's Own ● Sysco  
Utah Outdoor Association ● **City of Chicago, Mayors Office of Special Events** ● Eventbrite ● **The Dew**  
**Tour** ● Ozzfest ● **Lollapalooza** ● Austin Eco-Ranch ● Zions Bank ● Wasatch Peaks CU ● LaSalle Bank  
(now Chase) ● Nintendo ● **Make-a-Wish** ● State Farm ● Leo Burnett ● **Hard Rock Hotels**  
**Moet Hennessey**



# Thank You

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