



SERVING  
PASSION - LED  
COMMUNITIES

A multi-award winning global events  
& media company focused on  
passion led communities in the B2C  
and B2B sectors.





Raccoon Media Group Ltd was founded in 2018 with the launch of the multi-award-winning National Running Show and over the next few years went on to launch many popular consumer events in health and wellbeing markets. The business has expanded significantly since its inception and is now a dynamic, scaled, high-growth media business focused on mobilising passion-led B2C and B2B communities across the globe.

Our events and media properties deliver year-round content and advice to specialist, self-identifying audiences. Raccoon is entrepreneurial, fast-paced and disruptive. As a business we question the status quo, we invest in exceptional people, we operate with a clear purpose and deliver sustainable events that directly meet the needs of our audiences in a way that ignites and bolsters the industries in which we operate.



RACCOON  
MEDIA GROUP

A COMMUNITY OF OVER

1.5M



## Our portfolio is made up of four distinct markets we serve

- Sport & Outdoor pursuits
- Healthy lifestyle
- Mobility
- Animal Health



Partner event

TrailCon



# Substance behind the style

Our community

650K+

Subscribers & Followers

17

International Events

190K+

Attendees Through the Door

Over 1M

in unique yearly website visits



# Substance behind the style

Our community

48%

Female

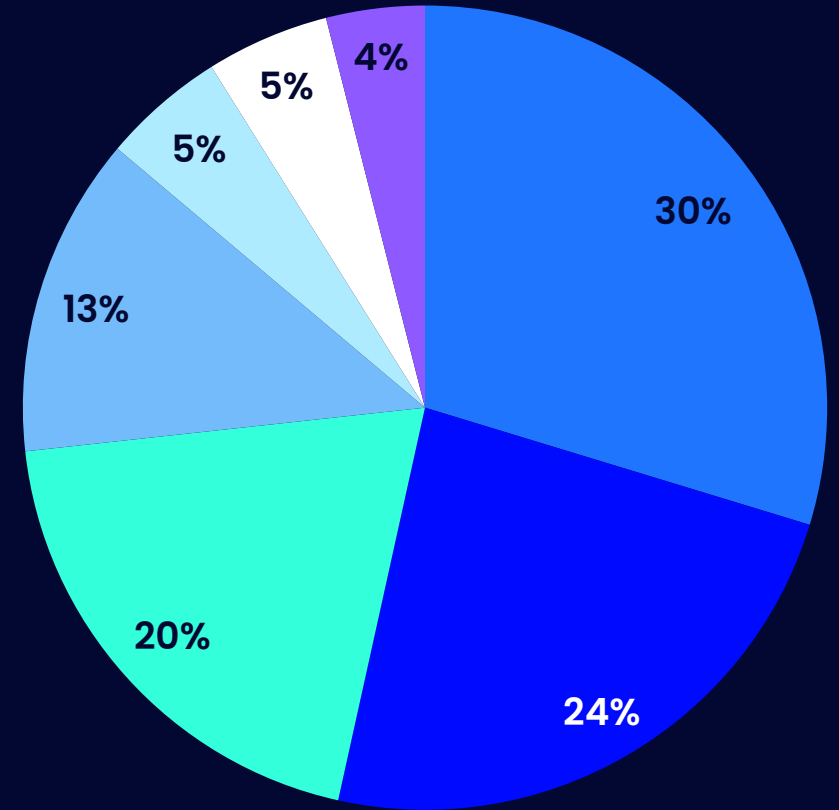
49%

Male

60%

between 35-54  
years of age

We engage with ABC1 consumers

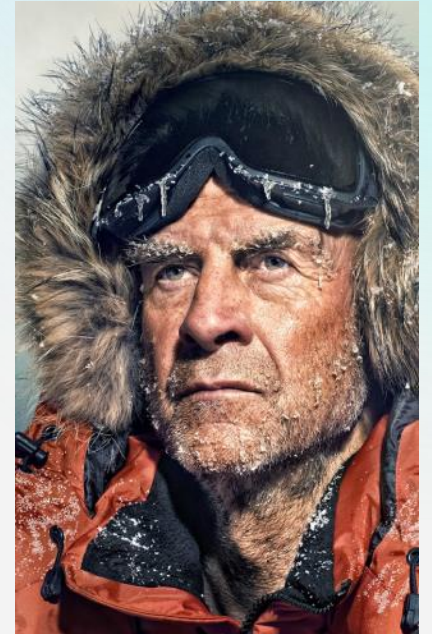
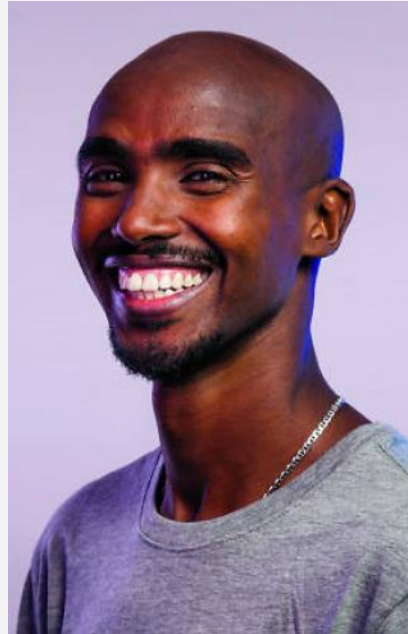


# AMPLIFICATION & INSIGHT

We give you access to our media partners, influencers, celebrities & personalities we work with amplifying your campaign's reach, creating positive brand connections.



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**Evening Standard.**

**Outside**

**The Boston Globe**



We are **disruptors** we challenge the status quo; we are **innovative** and open-minded. We believe in **profit with purpose** and we try and use our brands as a **force for good**.





# We deliver on our **promises**

As a service business we work closely with our clients to get the results they need, in a timely fashion. We are one team and we are all in it together.

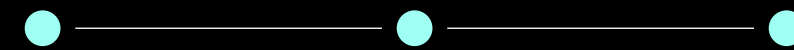


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# Inclusion and **diversity** is paramount

We operate a policy of conscious inclusion. We believe you can't be what you can't see. Our content schedule, ticketing strategy & ways of engaging under-represented communities make our events open for all.



# Sustainability is essential

We focus on our environmental impact and have clear targets to be carbon net-zero. Health is wealth and we promote the benefits of being active and outside in a sustainable way.



# We work with no limits or boundaries

Your unique campaign spans digital, print, media spend & of course, bringing your campaign to life at one or more of our live events! Connecting your brand to our captive communities on every level.





# We work for you, being client centric & operating as one team.

Emotive connections to create memories &  
change perceptions, creating moments that  
stand out delivering on your goals.



Maybe most importantly we track, measure, optimise throughout the campaign, & provide a post campaign report so we can review the ROI.



# Case Study

Brand exposure at the event and  
across digital campaign with

# 3M+ OTS

V12 Retail Finance





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THE NATIONAL  
**CYCLING**  
SHOW BIRMINGHAM  
17-18 JUNE 2023 - THE N.E.C.



**Retail**  
Finance





**9,941** visitors

Nearly 9,941 visitors to the live event with V12 branding alongside the event logo at every touchpoint

**4.6** hours

Average dwell time within the exhibition was 4.6 hours

**35K** sign ups

Ticket campaign achieved 35,000 sign ups through V12 branded form

**40K** recipients

Sponsor specific featured email promotions to 40k recipients with 76% open rate



# 1M newsletters

Over 1m email newsletters feature the brand and over 100k social media reach

# 72K website visitors

Over 72K unique website visitors with branding in the header on all pages

# £20K PR coverage

Over £20k worth of PR coverage associated to the event including the V12 brand

Brand alignment and association with some of the biggest names and brands in the sport such as Sir Chris Hoy





**RACCOON  
MEDIA GROUP**

We would love to **start the conversation** with you & discover how we can work together, bringing your campaign to life, connecting your brand with our communities & delivering on the goals that we set out.

Mike Seaman, Group CEO

[mike@raccoonmediagroup.com](mailto:mike@raccoonmediagroup.com)

(UK) +44 7968 500 326

