

ruf.
collective

WHO WE ARE

COLLABORATIVE

At Ruf Collective, we work closely with our clients to bring their vision to life. With decades of experience in storytelling, cinematography, and marketing, we act as an extension of your brand, focusing on the details that weave your big story.

PERFORMANCE DRIVEN

We create content that's not just visually appealing but also strategically effective. By pinpointing and addressing your business's specific challenges, our narratives are crafted to inspire action and drive measurable results.

SOLUTION ORIENTED

Ruf Collective prioritizes practical solutions over problems. We collaborate with you to devise strategies that streamline your marketing efforts and fuel your business growth, helping you reach new heights.



WHAT WE DO

CREATIVE STRATEGY

We develop powerful marketing strategies that help your brand connect with your audience and achieve your goals.

NARRATIVE CREATION

We collaborate with you to create compelling stories that resonate with viewers and bring your brand's message to life.

POST-PRODUCTION

We provide expert post-production services to polish your content, ensuring it's ready to make a big impact.

MEDIA BUYING

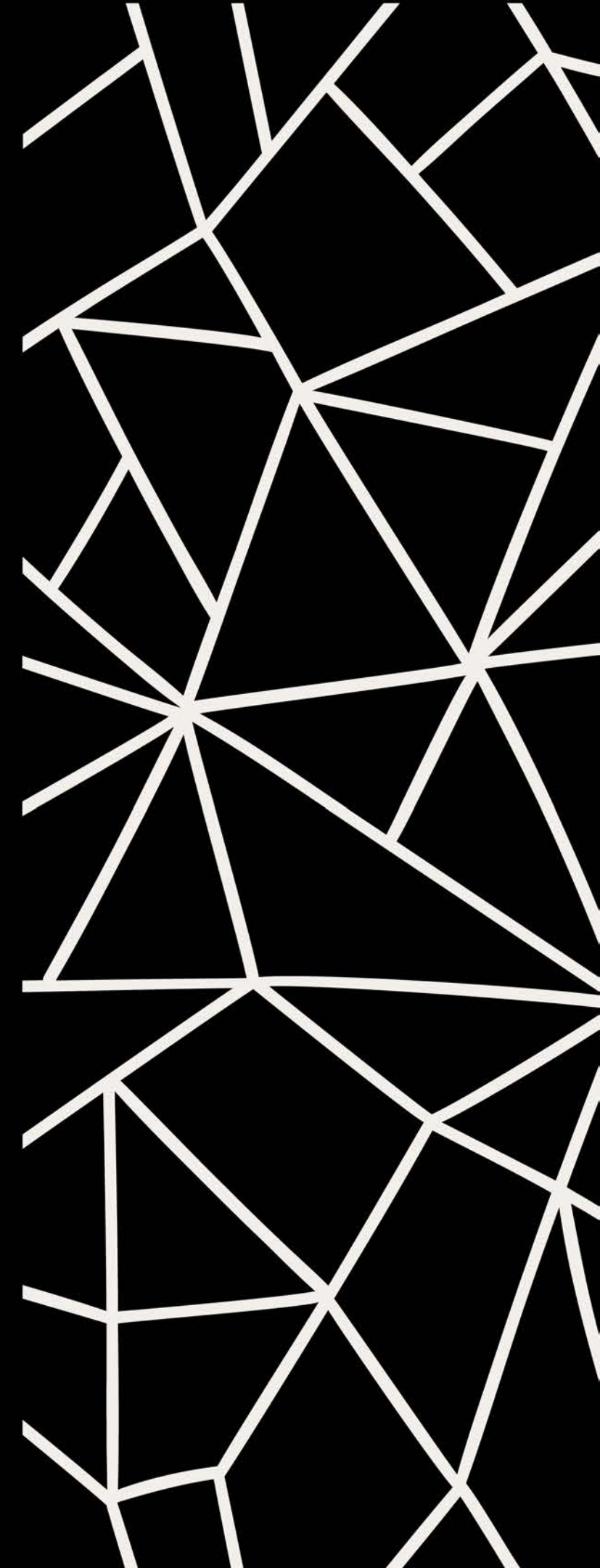
Our consulting services and long-standing relationships provide expert guidance to create effective advertising campaigns that drive results.

CINEMATOGRAPHY

Our cinematography services capture performance driven visuals that elevate your content and engage your audience.

PHOTOGRAPHY

Our professional photography captures the essence of your brand, creating images that leave a lasting impression.



OUR PROCESS

1 PLANNING

In the planning phase, we set the schedule, manage actors, find filming locations, get permits, and rent needed equipment for a smooth shoot.

2 PRE-PRODUCTION

In pre-production, we develop the concept, write the script, create storyboards, choose actors, plan the filming, and prepare the equipment.

3 PRODUCTION

On the scheduled days, we shoot the project, capturing all the necessary footage and photos.

4 POST-PRODUCTION

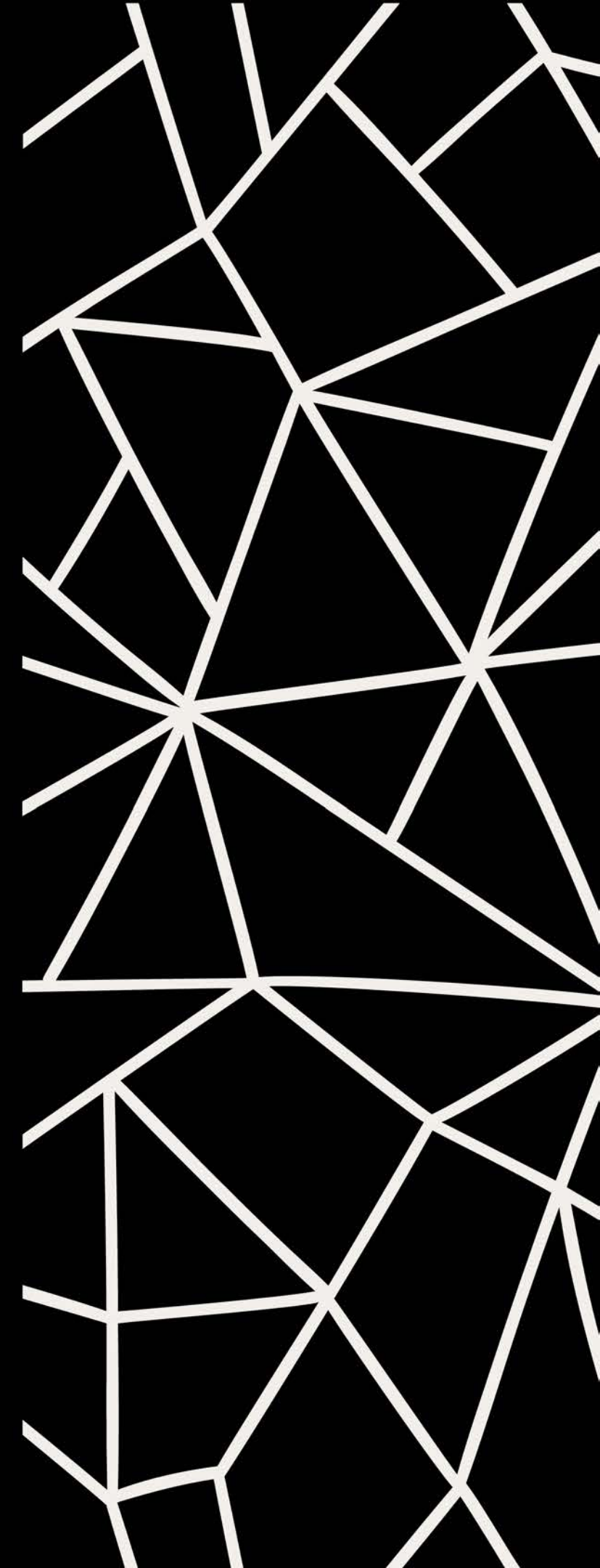
We then move into post-production, where we process and organize the footage, perform assembly editing, color correct and grade, design sound, and integrate branded assets.

5 REVISION

Once post-production is complete, we present the project to you for feedback. Based on your input, we make the necessary revisions.

6 FINAL HAND-OFF

The completed project is handed off to you, ready for use in your marketing efforts.





HUMBOLDT MARBLE WEEKEND

TOURISM OPPORTUNITY

PRESENTED BY // RUF COLLECTIVE

STRATEGY

Objective

Humboldt Marble Weekend 2025 aims to solidify Humboldt County's position as the global epicenter of the craft marble movement while driving substantial tourism revenue. Our goal is to attract 4,000+ attendees, with at least 60% from outside the county, generating 2,000+ room nights and an estimated \$1.5 million in visitor spending. By showcasing world-class artists and Humboldt's unique attractions, we will elevate the county's profile as a premier destination for art enthusiasts. Through close collaboration with Humboldt Lodging Alliance members, we'll create attractive lodging packages, ensuring maximum benefit for local hoteliers and unforgettable experiences for guests. This event will not only be the world's preeminent marble show but also a powerful catalyst for tourism and economic growth in Humboldt County.





APPROACH

Content Pillars

- **The Art of Marble Making:** Focus on the craftsmanship, skill, and artistry involved in creating handmade marbles.
- **Humboldt County: The Marble Capital:** Emphasize Humboldt County's unique position as the birthplace and center of the art marble movement.
- **Collector's Paradise:** Appeal to both seasoned collectors and newcomers by highlighting the value, rarity, and excitement of collecting art marbles.
- **The Humboldt Experience:** Showcase the broader appeal of visiting Humboldt County, positioning the event as part of a memorable travel experience.

AUDIENCE

Target

Primary Audience

- Age: 30-60 years old
- Gender: Skews slightly female
- Income: Middle to upper-middle class.
- Disposable income for art purchases and travel
- Focus on West Coast (particularly Northern California, Oregon)

Secondary Audience

- Secondary Audience
- Age: 25-35 years old
- Gender: Mixed
- Income: Young professionals with disposable income
- Location: Urban centers on the West Coast





OBJECTIVES

- **Host an Annual World-Class Marble Event:** Attract 4,000+ visitors per year through the organization of an annual, internationally recognized Humboldt Marble Weekend, featuring 80+ top marble artists from around the globe.
- **Expand Event Programming and Visitor Experiences:** Increase tourism impact by developing additional event features such as a large-scale marble hunt, hands-on glassblowing workshops, and exclusive VIP collector experiences.
- **Optimize Economic Impact through Strategic Partnerships:** Maximize visitor spending and length of stay by developing comprehensive tourism packages in collaboration with local hotels, restaurants, and attractions, aiming for an average 3-night stay per out-of-area visitor.

UPCOMING EVENT

Humboldt Marble Weekend

- **The Event:** A world-class gathering of 80+ marble artists and thousands of enthusiasts, featuring live demonstrations, artist meet-and-greets, and a vast marketplace of handcrafted art marbles. Held at Redwood Acres Franchessi Hall, Eureka, on February 14-15, 2025, from 10 AM to 6 PM daily.
- **The Hunt:** An exhilarating marble scavenger hunt throughout Humboldt County on February 16, 2025. Participants search for hidden art marbles, with prizes including unique, valuable creations from featured artists. A perfect way to explore the local area while chasing marble treasures.

Impact

- Financially, the influx of 4,000+ visitors is projected to generate over \$1.5 million in direct spending, boosting revenue for local hotels, restaurants, and businesses. This economic injection will create temporary jobs during the event and potentially support long-term employment growth in the tourism sector. From a tourism perspective, the event will showcase Humboldt County to a global audience, positioning our region as a premier destination for art enthusiasts and nature lovers alike. This increased visibility is expected to drive year-round tourism, with many first-time visitors likely to return or recommend our area to others.

MARKET OPPORTUNITY

Overview

The Humboldt Marble Weekend presents an ideal opportunity, capitalizing on the surging popularity of art glass – a rapidly evolving art form that has gained prominence in the U.S. over the past 60 years. Unlike traditional fine art, which can be prohibitively expensive, art glass offers a wide range of products at various price points, making it accessible to art enthusiasts with typical incomes. This accessibility, coupled with growing academic interest evidenced by increasing college courses in glasswork, has fueled a rising demand for art glass in the U.S. market. By hosting a world-class marble and glass art event, Humboldt County can not only meet its need for large-scale tourism drivers but also position itself at the forefront of this dynamic and inclusive art movement, offering visitors a unique opportunity to witness and participate in the evolution of a contemporary art form.

Industry Stats

- **Market Size:** The US glass art market, which includes handmade marbles, was valued at USD 832 Million in 2021.
- **Growth:** Projected to reach USD 1,347.6 Million by 2030, growing at a CAGR of 7.1% from 2023 to 2030.
- **Price Range:** Craft marbles can range from \$20 for simple designs to \$10,000+ for complex, large, or rare pieces

EVENT PROMOTION

Artist Profiles/Event Overview (Promotional):

- **Video:** Artist's background and inspiration and their connection to the event. Explanations of the event and the marble hunt.
- Short-form videos (30-60 seconds) for social media
- Long-form videos (2-3 minutes) for website and YouTube
- **Photos:** 20 - 30 images

Event Coverage (Future Promotion):

- **Content:** Event atmosphere and crowd reactions, key moments and Interviews with attendees, artists and organizers. Coverage of the marble hunt and award ceremony.
- Short-form highlight reels (45-90 seconds) for immediate social media use
- Long-form documentary-style video (5-8 minutes) for post-event promotion
- **Photos:** 300 - 400 images

Web + Graphic:

- **Web Optimization:** Design updates, Functionality improvements, Content updates
- **Graphic Art:** Web graphics, print materials, branding package

ARTISTS PROFILES

Topher Reynolds

- A world renowned marble maker and founder of Humboldt Marble Weekend.
- **2600 Followers** on Instagram - @topher_reynolds

Ryan Teurfs

- Ryan has been a glassblower since the 90's and has started companies like 101 North Glass and West County Glass.
- **42,600 Followers** on Instagram - @teurfs

Sergio Vettori

- Sergio has been blowing glass since 2000. Having grown up in France, he came to the US via a basketball scholarship.
- **27,300 Followers** on Instagram - @vettoriglass





INDUSTRY RELATIONSHIPS

John Gibbons

- A world renowned marble maker and founder of Humboldt Marble Weekend.
- 142,000 Followers on Instagram - @johngibbonsglass

George Bucquete

- Arcata based artist with an international presence.
- No real social following, but a ton of museum placements around the country.

Ro Purser

- World Famous Glass Art Maker. Started the Marble Movement in the 1970's
- No real social following, but has installations and museum placements around the world.

TIMELINE



PHASE 1: PRE-EVENT

- Begin artist profile video and photo shoots
- Start web optimization process
- Design initial promotional graphics

PHASE 2: EVENT LEAD-UP

- Launch updated website with new content
- Release promotional videos and photos across platforms
- Distribute print materials locally and to targeted audiences

PHASE 3: DURING EVENT

- Capture event footage and photos
- Share real-time content on social media

PHASE 4: POST EVENT

- Edit and release long-form event video
- Update website with event highlights
- Begin using event footage in promotions for next year



CONVERSION RATES

Ad-Spend in a Growing Industry

By consistently delivering high-quality, engaging content and precisely targeting our audience, we can confidently project our event's success. Our primary target consumer is the art glass enthusiast and collector seeking unique, handcrafted marbles and memorable experiences.

Monthly Media Buying	Average Views	Engagement Rate (2.5%)	Conversion Rate (1%)	Average Hotel Spending	Total Potential Revenue
\$2500	520,000	10,500	105	\$240	\$25,200
\$5000	1,100,000	27,625	276	\$240	\$66,240
\$10,000	1,885,000	47,125	471	\$240	\$113,040

MOVING FORWARD

- **Secure Seed Funding:** Our immediate goal is to secure \$50,000 in seed funding. This initial investment will allow us to begin the crucial early stages of event planning, including artist outreach and preliminary marketing efforts. With this funding, we can also commission a detailed economic impact study to support future fundraising efforts.
- **Launch Marketing Campaign:** Upon securing seed funding, we will initiate a targeted marketing campaign to build buzz and attract early artist commitments. This will include producing initial promotional videos, updating our website, and creating social media content. These efforts will not only promote the event but also demonstrate to potential funders the event's growing momentum.
- **Expand Partnerships:** We will leverage our initial marketing materials to forge partnerships with local businesses, hotels, and tourism boards. These partnerships will provide in-kind support, help secure venue commitments, and strengthen our grant applications by showing community buy-in.

REFERENCES

Eureka Street Art Festival

- https://drive.google.com/file/d/1Dn6oIVKZptpOvrJ_ZEodbZ4hFvdXPUGm/view?usp=sharing

Eureka Chamber Family Fun Mixer

- https://drive.google.com/file/d/1LQRKW8_kopuecGcnPVotKJfE-niYAt4T/view?usp=drive_link

Pacific Builders Starbucks Build

- https://drive.google.com/file/d/1cDgfDmaLK3F012HR-vCW_N_1ZAG7MVMp/view?usp=drive_link



Justin Woehler
jt@rufcollective.com