



## BORN AND RAISED

Celebrating top sales staff and Bentley Mills's return to a privately held company, this three-day event for 90 attendees required a strategic and custom concept. The 360 creative team wove the company's 1970s culture as a visionary vanguard with the essence of the Hard Rock venue to create this unique event, "Born and Raised."

A rock-and-roll-inspired program, the theme celebrated the company's return to its roots by showcasing independence, innovative creativity, and grit. From floral-less decor options that featured newly designed marketing collateral to an indoor music festival to a Grammy-quality awards dinner, each experience was distinct from the next. Even when weather disrupted outdoor venues, we brought them to indoor spaces unbeknownst to attendees. Both guests and client left feeling like rock stars!



“We are an incredibly selective, design-driven company. 360 Destination Group created a truly unique program concept and diverse evening experiences within it – executing every detail and creative touch to perfection.

They exceeded our always-high expectations.”

SHERRY L. DREGER, VICE PRESIDENT OF MARKETING, BENTLEY MILLS