



Bringing

us all

together

 club **ichi**

PROSPECTUS



Our Humanifesto

We believe shared experiences that evoke an emotional response and are anchored in conversation create genuine connections that drive profitable relationships. We build shared experiences so you can make those genuine connections.



What is Club Ichi?

Club Ichi is a membership club for B2B event professionals, with more than 5,700 members and growing by 5% each week.

Club Ichi is a membership club and media outlet for B2B event professionals. We offer tailored content, high-quality interactions, and exceptional networking opportunities, fostering a strong sense of belonging and professional growth. Members benefit from priority access to premier events, exclusive industry insights, and focused engagement that goes beyond typical community offerings.

Club Ichi is proud to partner with our event industry colleagues like IMEX, MPI, and others to supplement formal professional development opportunities with more informal, peer-led education and hands-on experiences.



OUR STORY

Founded in 2023, Club Ichi grew from ZERO to more than 3,000 members in one year. With the recent merger of Event Minds Matter, our membership nearly doubled with highly engaged event professionals.

Supplemental to the industry associations that offer large conferences, certifications, and formal education programs, Club Ichi is where B2B event professionals can think outside the ballroom, engage in deep and meaningful conversations in more intimate settings, and network without the cheese cubes. We aim to elevate our event professionals be in more strategic conversations that create highly engaged audiences that drive pipeline and revenue for their events.

With a flair for the quirky, fun, and unexpected, Liz Lathan and Nicole Osibodu lead Club Ichi with an intentional presence that inspires members to make deeper connections and pushes their imagination and creativity to think about events in new and different ways.

We can **shake up the industry.**

We can **evolve the conversation.**

We can help B2B event marketers have **a seat at the table.**

And above all, we can **have fun while we do it.**

Club Ichi | Q4 2024 Opportunities



CLUB ICHI ANNUAL TELETHON

Each year, Club Ichi hosts a live “telethon”-style broadcast and membership drive. We invite partners to host a segment, submit videos for commercial breaks, or offer door prizes for participation.

Reach out to collaborate on how you can get involved in this annual tradition for December 2024!

Last year, we had over 500 viewers with an average dwell time of 3.5 hours.



MULLÉT (INSIDER MAGAZINE)

In Q4, Club Ichi will publish our first magazine for Insiders only. With a current circulation of 250, this will continue to grow as our Insider membership grows. Purchase ad or advertorial space in our inaugural issue!



DECEMBER IN-PERSON (AUSTIN) SPONTANEOUS THINK TANK™

In December 2024, we'll host an in-person Spontaneous Think Tank for 100 event professionals at Haute Spot in Cedar Park, Texas.

Help us bring this event to life and let us customize partnership opportunities starting at \$2500.

Club Ichi | Annual Opportunities

INVESTMENT BENEFITS

Set your objectives for the partnership (brand awareness, intros, collabs on content)

Partner on content like:

- Curated introductions based on your target list
- Host events at your location/tradeshow/behind-the-scenes
- Be a guest on our many online shows
- Teaching an Ichi Academy class

2024 FOUNDING PARTNERS

Vivastream™



SWOOGO

MARRIOTT
BONVOY

NMR
EVENTS

INVESTMENT OPTION 1: STRATEGIC COMMUNITY PARTNERS

\$45,000

Commit now and get the
rest of 2024 **FREE**.

**LIMITED
OFFER**

Only 10 available

Multi-year discounts available

Category exclusivity is reserved for our strategic partners, who buy in for two or three-year agreements and have first right of refusal each contract renewal season.

Available Categories:

DMC | Destination | Event Technology (not reg) | Furniture | Hospitality

Committed Categories:

Agency | Event Registration | Industry Partner | Gifting | Measurement | A/V Production | Hotel

Club Ichi Media | 2024-25 Assets



T.H.A.T. SHOW

T.H.A.T (The **H**ub for **A**mazing **T**hings) is a must-watch for event professionals. This monthly variety-style news show has conversations, behind-the-scenes access, insight reports, and surprises for the B2B audience. There's no other show on the market like T.H.A.T! (Catch past shows [here](#))

Cadence: Monthly



MULLÉT MAGAZINE

Pronounced Moo-Lay, this physical magazine is snail-mailed once a quarter to our Club Ichi Insiders. Looks like "Mullet"? It is! Is **business in the front and party in the back** because we fancy like that! This also the place where our Insiders find the member directory.

Cadence: Quarterly



THE ENGAGED ATTENDEE NEWSLETTER

Our weekly publication to **more than 8k subscribers** and with a 60% open rate features tech and human-centric ideas for more engaging events and experiences.

Cadence: Mondays

INSIDER-ONLY BEHIND THE SCENES

Let's partner together to highlight the great work you do with clients. We'll craft a show-and-tell in person or virtual adventure with you to showcase how you brought an incredible event or solution to life and give our members a behind-the-scenes peek at an incredible experience.

Cadence: Ad Hoc



THE TELETHON

Each December we host our 12-hour LIVE telethon, streamed on Club Ichi TV (our YouTube Channel). In 2023, we featured more than 75 community members throughout our 12 hours and more than 500 people joined us live, staying for an average of 3 hours, and many stayed for the entire broadcast! You can host a segment, or share a video! (See the 2023 Telethon segments [here](#))

Cadence: Annually

Club Ichi | Media-Specific Opps

INVESTMENT OPTION 2: FULL CLUB ICHI MEDIA PACKAGE

\$25,000 (only 4 Available – a \$58k value)

2024

- 2-page content or ad spread in two issues of Mullet (August and October)
- Co-created segment in 6 episodes of T.H.A.T. Show
- 1 content feature in December telethon
- Editorially-led advertorial in 4 issues of the Engaged Attendee Newsletter

2025

- 2-page content or ad spread in four issues of mullét (February, April, July, and August)
- Segment sponsor of 12 episodes of T.H.A.T show
- 1 content feature in December telethon
- Editorially-led advertorial in 8 issues of the Engaged Attendee Newsletter



INVESTMENT OPTION 3: À LA CARTE MEDIA OPPORTUNITIES

PRODUCT	FREQUENCY	INVESTMENT
T.H.A.T. Show Segment Sponsor	Live Monthly	\$2500 Each Segment
Mullet Magazine Ad or Advertorial	Published Quarterly	\$1000: 2-page \$500: 1-page \$250: half-page
The Engaged Attendee Newsletter Advertorial	Sent Weekly (Mondays)	\$500 Per Newsletter
Custom Online Events	Ad Hoc	\$2500 Per Event
Segment in the Annual Telethon	December	\$500 Per Segment

Audience Demographics

ENGAGEMENT STATISTICS



35k+






8k+

- **Monthly Website Views - 2k+**
- **LinkedIn Impressions - 27k+/week**
- **200+ actively engaged attendees at monthly online gatherings (no one-way webinars)**
- **Slack channel with 900+ active members**
- **Email newsletter to 8k+ subscribers with 50% open rate!**

Top performing posts

Based on impressions gained in the past 365 days

<p>Liz Lathan, CMP posted this • 4mo</p>  <p>This picture makes me want to leave this room. Why do we keep giving the best seat in the house to an EMF ...show more</p> <p>932 153 comments</p>	<p>▲ 115,230 Impressions</p>
<p>Liz Lathan, CMP posted this • 5mo</p>  <p>What if... You made the coffee break 45 minutes and created conversa ...show more</p> <p>1,679 207 comments</p>	<p>▲ 94,237 Impressions</p>
<p>Liz Lathan, CMP posted this • 11mo</p>  <p>Yesterday a friend sent me this picture and told me he was witnessing something that he thought I would just love to hate.show more</p> <p>463 109 comments</p>	<p>▲ 79,595 Impressions</p>

THE GROWTH PLAN

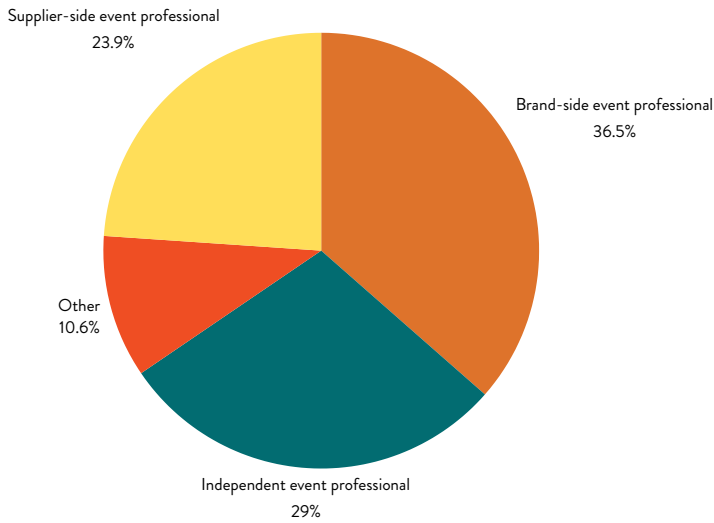
We have grown from 0 to 5,300 members in less than a year.
By the end of 2025, we intend to have:

- **100,000 subscribers to the Club Ichi TV YouTube channel (via paid and organic growth)**
- **10,000 Club Ichi community members**
- **1,000 premium Club Ichi Insider members**

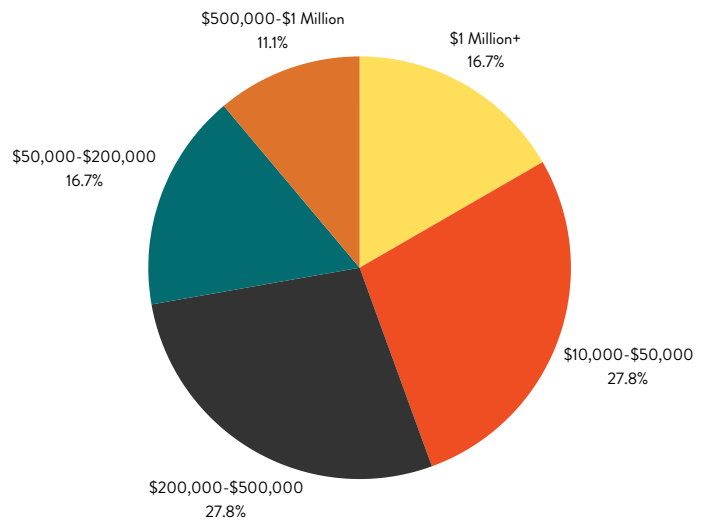
You can benefit from this audience growth with us!

Member Demographics

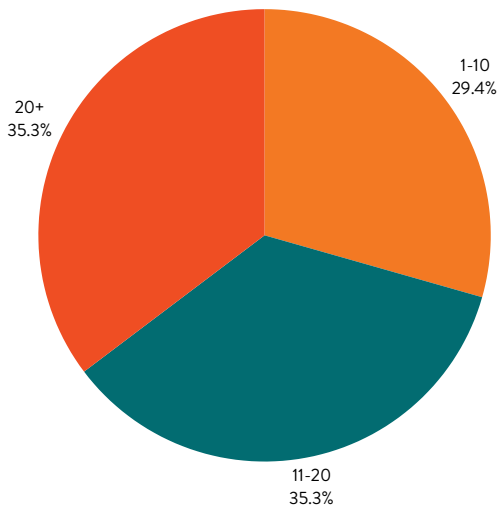
How do you categorize your role?



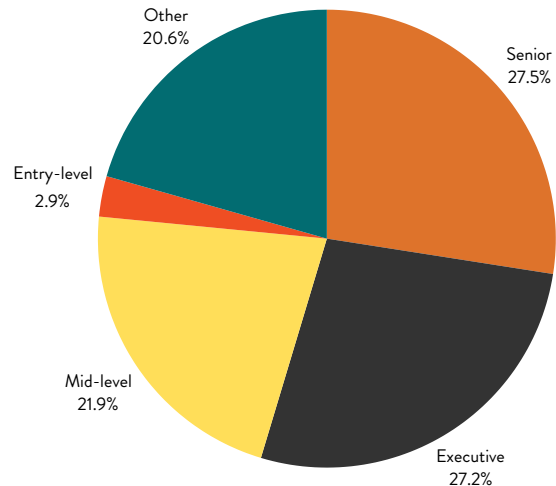
What is your annual event budget?



How many events do you plan annually?



Where are you in your career journey?



So Many Club Ichi Friends

JUST A FEW OF OUR 5,700+ MEMBERS!



CHALLENGE EVERYTHING

Our Members Say Such Nice Things!



Rich Rodrigues 8:58 AM

Quick reminder that Club Ichi is dope 🍷

One quick question in here got a lot of traction and a ton of great insights so thank you! And all before 10am EST, you people are astounding lol



Katie Sacco, CMP, CMM May 20th at 9:30 PM

The Club Ichi community contains all of the great minds of the industry in one place. It's a true congenial and genuine community dedicated to sharing resources, advice and connection without competition. All are welcome and information is exchanged readily and with the sole intention to help other folks thrive. ❤️



Alla Skvortsova (A Star Events) May 20th at 5:36 PM

The most pro-active and resourceful community out there! Absolutely love how everyone is supporting each other, Liz and the team are truly an inspiration. Thank you for being real pros, a constant cheerleader and innovator in the industry!



Sasha Knipe May 20th at 11:36 AM

I love being connected to this community for soooo many reasons—the industry info that is constantly changing, the specializations different people have in this group and most importantly a place where we ask questions to and can exchange ideas.



Erica Moon May 23rd at 11:32 AM

I'm a CMO, so not technically in the event prof space, but I get a ton of value out of participating in the Club Ichi community because it constantly gives me great ideas for making my own events more engaging and way less boring. Plus, I'm at a scrappy startup and sometimes have to perform the role of event prof myself, so the logistical resources around venue selection etc. have been useful. Last but not least, this community is super cool to hang out with! I will pretty much attend any event Liz & Nicole put together and know I'm going to both have a good time and learn something.



Christen Cromer 1:52 AM

Hi! I'm currently working through the second hour of your course on Udemy, Modern Marketing for Event Professionals, and UHM THE WAY THAT EVERY SINGLE SECOND HAS BEEN AMAZING??! I wish I took this course last year as I would have been sooo much more successful at bridging the gap between the Marketing, Development and Special Events & Catering teams that I was balancing at a past organization. Wow! Thank y'all!



Let's Grow Together!

Liz Lathan, CMP – Co-Founder

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Nicole Osibodu – Co-Founder

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