



MATT WHITE

SR. EXPERIENTIAL PRODUCER

M W P R O D U C T I O N S

BUILT FOR IMPACT. REMEMBERED FOR LIFE.

Delivering world-class experiences for agencies and brands, without the overhead of a full-time hire.

STRATEGIC

·

SCALABLE

·

PRECISE

·

BOLD



ABOUT MY WORK

Ten years building the infrastructure behind world-class brand experiences.

I've operated across every format: brand activations, music festivals, arena-scale gaming installs, entertainment partnerships, and VIP hospitality programs.

What agencies and brands get isn't just a producer. It's embedded senior leadership that plugs in fast, protects budgets, and ensures the work holds up under real-world pressure. I've done it at scale for Coca-Cola, MGM, Amazon, AEG, IHG, and dozens more.

And it doesn't stop at one person. I bring an expandable team that adapts to each project's size and scope, working under my direction and guidance.

Clear communication. Fast response times. Realistic decision-making. Execution over ego.

BUDGET MGMT · VENDOR OVERSIGHT · LIVE EVENTS · ESPORTS / GAMING · VIP
HOSPITALITY · ENTERTAINMENT PARTNERSHIPS

THE WORK SPEAKS.

10+

Years of
Experience

300+

Events
Produced

Up to
\$5MM

Budgets
Managed

20+

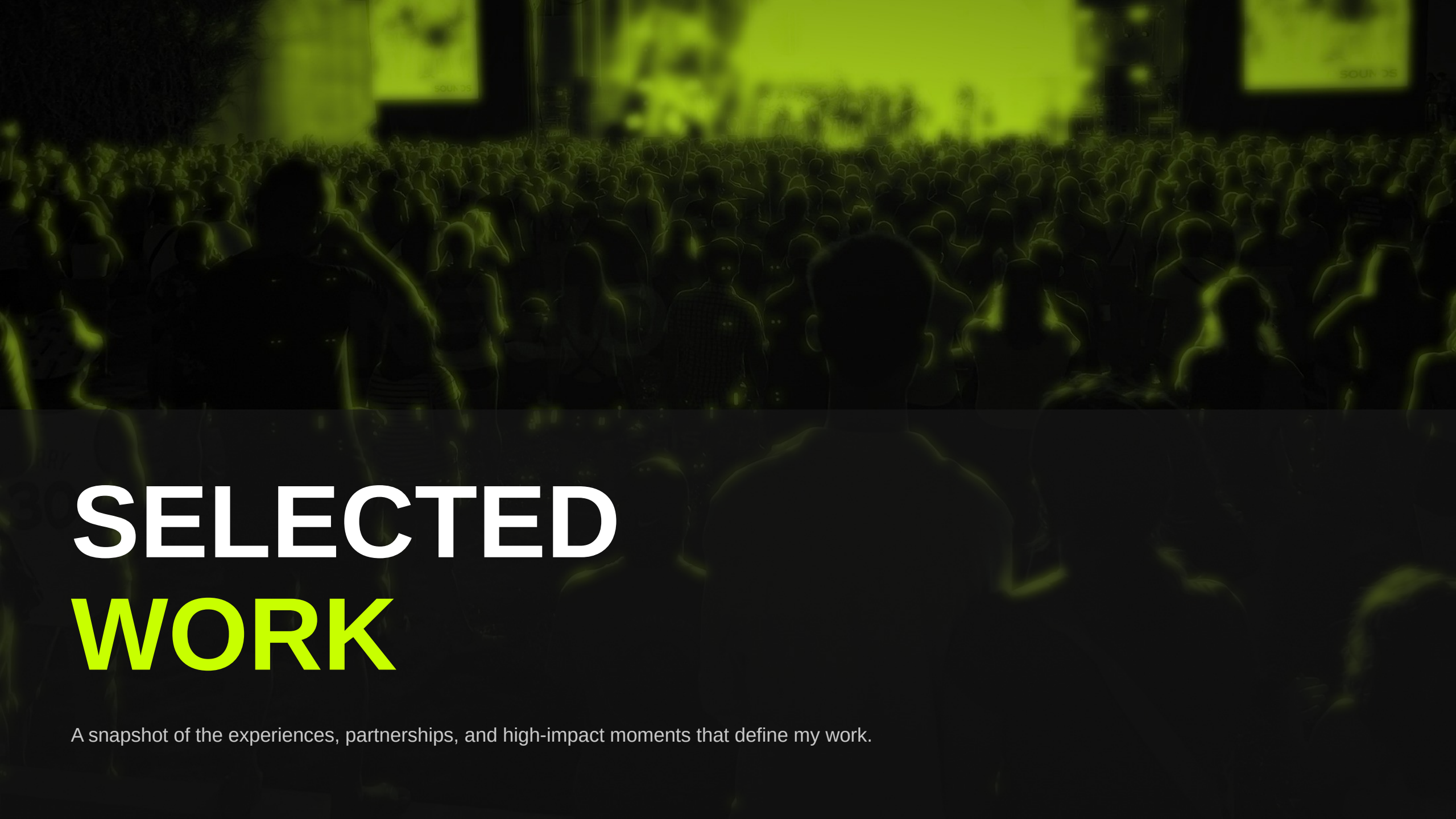
Fortune Brand
Partners

40

Markets
Summer 2026

90% OF ENGAGEMENTS COME FROM REPEAT CLIENTS.

COCA-COLA · MGM RESORTS · AMAZON · AEG LIVE · SOUTHWEST AIRLINES · HILTON · SIX FLAGS · IHG · HOME DEPOT · WEALTHSIMPLE
· SKYBOUND · UNDERDOG



SELECTED WORK

A snapshot of the experiences, partnerships, and high-impact moments that define my work.

SUMMER 2026

FOUR NATIONAL PROGRAMS. FIVE WEEKS.



COCA-COLA × SIX FLAGS

28 parks nationwide
Custom activation kits designed,
produced & shipped for turnkey self-
install
Custom install guides



SKYBOUND EVO 2026

40'x40' LVCC booth
World's largest FGC event: 10K+ fans,
3 days
Custom fabrication, 28-player gaming
floor & live stage



SUNSET STUDIOS × PUMA × A\$AP ROCKY TOUR

5 markets: Philly, Baltimore, Atlanta,
Miami & Houston
Jun 4–20, 2026
Touring pop-up: production, routing &
market ops



UNDERDOG × MLB A250 DRIVE-IN

4 markets simultaneously
July 4, 2026
Drive-in activation
Full production: sourcing, budgets,
staffing & site leads

HIGHLIGHTS: NATIONAL ROLLOUTS



COCA-COLA × SIX FLAGS A250

28-Park National Rollout



UNDERDOG × MLB A250 DRIVE-IN EXPERIENCES

4-Market Simultaneous Rollout

HIGHLIGHTS: BOOTH BUILDS & FABRICATION



SKYBOUND EVO 2026

40'x40' Custom Booth Build · World's Largest FGC Event



SIX FLAGS × ESPORTS

Esports Custom Build · 8 Parks



MGM RESORTS INTERNATIONAL

Environmental Install

ENTERTAINMENT IP & GAMING



AMAZON INVINCIBLE S4 PREMIERE

The Revery, LA · The Montalban, Hollywood

POP-UPS & FESTIVALS



SIPS & SOUNDS

Coca-Cola proprietary music festival in Austin, TX



INVINCIBLE VS BOOTH @ EVO 2026

World's Largest Fighting Game Championship



MIDDLEBURG FILM FEST

An annual festival at the Salamander Middleburg, sponsored by Coca-Cola

COCA-COLA PARTNERSHIP EXPERIENCES



SALAMANDER RESORTS

The Family Reunion
NCAA Final Four
Middleburg Film Festival



HOME DEPOT

SMC 2025
NCAA Final Four Wknd, Tampa Bay
March Madness
2025 Holiday HQ Experience



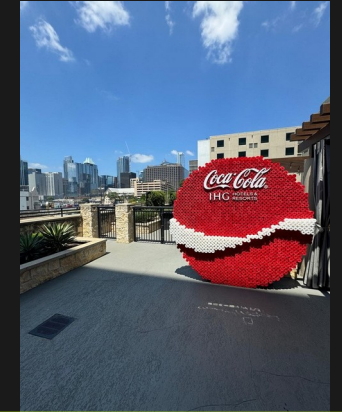
MGM RESORTS INTL

T-Mobile Cube Install
ARIA Pool Parties
Fall Football
Cool Yule
RFP Pitch Management



SIX FLAGS

Esports Gaming House
Installations at 8 Parks
Fanta Fright Fest experiences
Coca-Cola Dreamworld Flavor
Launch: 11 simultaneous locations



IHG HOTELS

Music Festival Acts
Custom VIP Experiences
Dude Perfect Tour 2025
Guest Experience activations at
Kimpton & Indigo properties
nationwide

MORE CLIENT WORK

01

UNITED PARKS

25+ Influencer Promo Campaigns
Holiday Fabrication Installs
Product Launch Activations

02

CHOCTAW CASINOS

Custom Guest Experiences
Premium Gifting Programs
Entertainment Direction

03

THE DELI

Corporate Event for Wealthsimple
Steamwhistle Brewery, Toronto
End-to-End Event Production

04

IHG × DUDE PERFECT

Multi-Brand Partnership Activation
Live Music Programming
Custom VIP Guest Experiences

05

PROMOTER REP

Full Show Logistics & Day-of-Show Ops
Artist–Venue Liaison, Advancing & Local Crews
Box Office, Guests, Security & Settlements

06

TOUR MANAGER

400+ Shows in Mid-Size Venues
Talent & Hospitality Management
Crowd Safety & Venue Security
Trained

07

MIDDLEBURG FILM FEST

Annual Festival at Salamander
Middleburg
Sponsored by Coca-Cola
Joint Marketing Activations

08

HOME DEPOT

SMC 2025
NCAA Final Four Weekend, Tampa Bay
March Madness Activations

HOW TO WORK WITH ME

Five ways agencies and
brands engage MW Productions.

Full engagement details on request.

EVENT PRODUCER

Scoped per project

Bring your idea to life: creative, budgeting & on-site supervision included.

GHOST PRODUCER

\$1,500/pitch (10 hrs)

Behind-the-scenes pitch & budget creation/support.

CONSULTING

\$150/hour

Stress-test ideas before they're sold or built.

VENDOR SOURCING

Included

Strong vendor network, leveraged for the best rates.

ON-SITE

\$1,000/day

Event day senior experiential supervision for your event.

LET'S CREATE.

Built for Impact. Remembered for Life.

MATT WHITE

MW PRODUCTIONS

EMAIL

mattwhiteproductions@gmail.com

US

+1 (678) 608-1356

CAN

+1 (647) 221-8154