



Rukaz Kultura Event Show & Tell

Bridging Diversity

rukaz.work

Event Show & Tell

LI SUPERBOWL
LI

TOUCHDOWN TOUR, 2017



2017



Houston, TX

Overview

Under the direction of Professional Sports Partners, Marissa Saenz served as Technical Director for the Houston Super Bowl Touchdown Tours #HouSuperbowl 2017.

Her role was to develop 3D layout renderings of the NFL Assets and customize the placement for each unique city park.

a/ Technical Direction



b/ Crowd Flow Strategy



c/ Event Production

Community Parks



Event Show & Tell

2/ Miller Summer Mixtape

Miller Outdoor Theatre



July 29-31, 2021



Miller Outdoor Theatre 6000
Hermann Park Dr, Houston, TX

Overview

Rukaz Kultura was contracted to support with creative development and talent management for Miller Outdoor Theatre's inaugural "Miller Summer Mixtape" series.

A 3-day concert series which included (3) performing artists each evening. The goal of the series is to shine light on great Houston Talent and start building a younger audience. Rukaz was responsible for advancing the talent, liaison between talent and Miller Outdoor Theatre Production team, stage management, program script development, digital creative development and sponsorship integration.

a/ Talent Curation

Miller Outdoor Theatre



b/ Social Media

Miller Outdoor Theatre



c/ Advancing

Miller Outdoor Theatre



Event Show & Tell

3/Madness on Main

White Oak Music Hall



June, 2018



White Oak Music Hall
2915 Main Street, Houston TX 7709

Overview

Madness on Main is a multi-genre, independence music festival featuring 3 stages and over 25 artists each year. Now in its 6th year, the Madness on Main team has shifted from live music events to virtual showcases during the pandemic.

From Live Streamed Living Room Concerts to Workshops like "Why you need an Electronic Press Kit" and "How to make a Stage Plot". Providing educational resources to our music community is crucial for us to be considered as an Entertainment hub. Simple music business standards are not made available to musicians and Madness on Main wants to help fill this void plus be an option for artists to grow and to network with like-minded individuals in the business.

a/ Madness Mondays

Online



b/ EPK Workshop

RUKAZ



c/ Stage Plot

Online



Event Show & Tell

4/ Generation Park Block Party

McCord Developments



July 2021
Time. 18.00 - 21.00



Redemption Square
250 Assay St, Houston, TX 77044

Overview

Full planning and production support for McCord Development's Annual Generation Park Block Party in the Lake Houston area.

Rukaz has produced 2017, 2018 and 2019 Generation Park Block Parties as well as signature holiday events: New Years Eve , Pumpkin Patch and July 4th Celebrations

a/ New Years Eve
Generation Park



b/ Pumpkin Patch
Generation Park



c/ July 4th
Generation Park



Event Show & Tell

5/ From Houston with Love

Prauper Studios



July-August 2021



Retail Building
1201 Main Street, Houston Tx

Overview

Prauper Studios, in partnership with Midway, The Heist Agency, Rukaz Kultura, NAMI Greater Houston and Art Houston Magazine, presents a 60-day collaborative exhibition which includes works that exemplify Houston culture through the eyes of the featured artists.

From Houston, With Love is a gallery-styled exhibition that will display interactive and traditional art pieces, art installations, and photographs from locally recognized artists, globally recognized artists, and Prauper Studios. The theme for the exhibition will be centered around Houston culture through the channels of art, music, sports, history, and the creators involved.

a/ **Collect 4 Culture**
1201 Main Street



b/ **Artist Talks**
1201 Main Street



c/ **Donkee Boy x NAMI**
1201 Main Street



Event Show & Tell

6/ Thanksgiving Parade

City of Houston



November 2018



Houston, Texas

Overview

Rukaz Kultura is contracted by the Mayor's Office of Special Events for their large-scale productions.

Thanksgiving Day Parade, Rukaz serves as the Parade Participant manager, establishing the participant route map, lineup and strategy for parade disbanding and post event float storage.

Rukaz has served as producer for Houston's MLK Parade, Mayors Holiday, and the entire Sam Houston Park during Freedom Over Texas.

a/ MLK Parade
Houston



b/ July 4th Celebration
Houston



c/ Freedom Over Texas
Houston



Previous Events

2015 - 2021

River Revival

**Sponsor relations and production management
2018 – 2021**

**CITGO Freedom over Texas (July 4th) Houston,
Walmart All-American Kids Zone
Full Production 2019**

City of Houston

Thanksgiving Day Parade 2017-2019

Houston and Austin Cocktail Fest 2019

Good Vibes Only HTX

**Production management and sponsor relations for
the first annual Good Vibes Only featuring Erykah
Badu. 2018**

**Bayou Greenway Day Houston Parks Board
Co-producer 2018**

Tour De Houston

Production Assistant 2018

MD Anderson Boot Walk

Lead Event Producer 2017

Madness on Main Fest 2015-2018

East End Street Festival 2016

Houston Beer Festival 2015

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