



IGNITE COROPORATE CULTURE THROUGH
PEAK ADVENTURE





CAUSE-DRIVEN

One of the world's first cause corporations, **STOKE** BROKER is wholly owned by First Descents - a nonprofit that provides life-changing outdoor adventures for young adults impacted by cancer and other serious illnesses.

All profits benefit First Descents to fuel program expansion.



STOKE BROKER





ADVENTURE CREATES IMPACT
WE CREATE ADVENTURE

WE KNOW ADVENTURE

STOKE BROKER's recommendations and process for planning come from a lifetime of experience researching and designing trips. Extraordinary ideas and unforgettable adventures are offered through a highly creative lens.

ATHLETE & EXPERT NETWORK

Our global network includes the best outfitters, athletes, guides, and locals in their respective fields. We know the weather, the backroads, the secret spots and the details that make or break an adventure.

WE LISTEN

We listen to fully understand your needs, then factor in all we know into the trip creation. You will experience lifedefining adventures that leave you with stories to pass on to future generations.



APPROACH

STOKE BROKER'S corporate programs transform how organizations approach their business, invest in their people, and stand up for the natural world.



TRANSFORMATION

THROUGH PEAK ADVENTURE



DRIVE

DEEP CONNECTION



IGNITE

CORPORATE CULTURE

CASE STUDY: GENENTECH

Biotech leader Genentech conducts four whitewater kayaking programs annually - two for executives and two for field staff.

GOAL:

Strengthen Genentech's culture of patient-centered care and cross-functional collaboration.

DESIGN:

Each experience is modeled after a traditional First Descents program. Young adult cancer survivors participate in each program to share their stories and discuss patient advocacy needs.

Our annual whitewater kayaking programs allow leadership and field teams to strengthen relationships and connect with the patient experience.

Michelle Esquivel
Strategic Product
Manager, Genentech

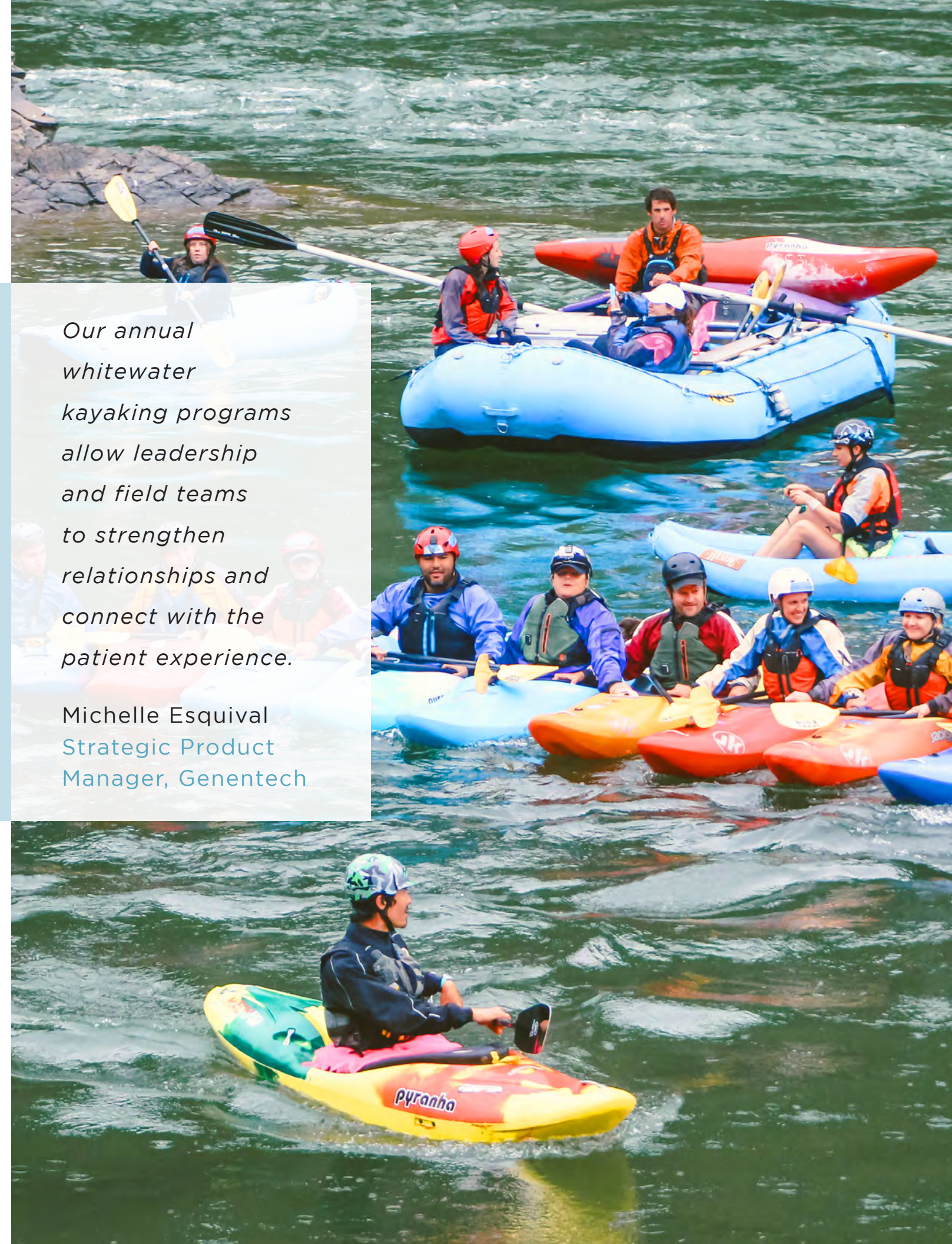
ACTIVITY: Whitewater Kayaking

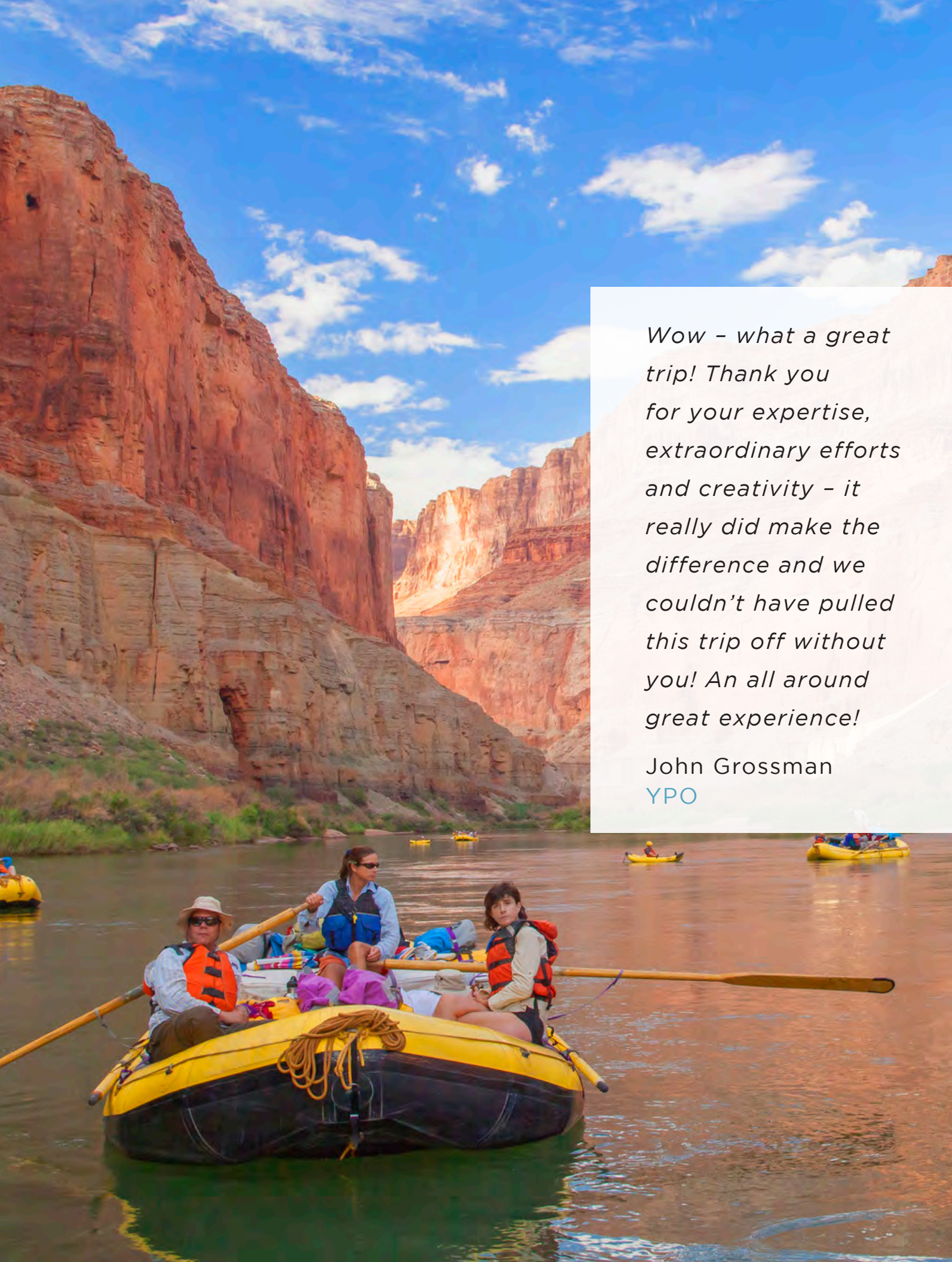
LOCATION: Clark Fork and Yellowstone Rivers, Montana

DURATION: 5 Days, Monday - Friday

PARTICIPANTS: 20 Executives/field staff and 2 cancer survivors

GUIDES: 6 Professional guides and professional kayak athletes





CASE STUDY: YPO

Wow - what a great trip! Thank you for your expertise, extraordinary efforts and creativity - it really did make the difference and we couldn't have pulled this trip off without you! An all around great experience!

John Grossman
YPO

GOAL:

An “Only at YPO” experience for a group of 45 chapter members.

DESIGN:

STOKE BROKER designed a whitewater adventure incorporating fun, connection, and discussion for YPO members ranging from “outdoorsman” to “their first time on dirt”. The experience involved professional white water kayaking athletes, musicians, and a sommelier with custom camp decor to elevate the trip beyond expectations

ACTIVITY: Whitewater Rafting

LOCATION: Westwater Canyon, Colorado

DURATION: 3 Days, Friday - Sunday

PARTICIPANTS: 45 Executives

GUIDES: 15 Professional guides, 3 professional kayak athletes, 1 professional musician

“THE POWER OF ADVENTURE AND WANDERING IS
ROOTED DEEP IN OUR DNA. IT HELPS US LEAD MORE
INTENTIONAL LIVES FULL OF PURPOSE, PASSION
AND DRIVE. WE LEARN ABOUT OURSELVES AND
THE WORLD BEYOND US. ADVENTURE CREATES THE
STORIES WE TELL THAT COME TO DEFINE US. IT
MAKES US BETTER. IT MAKES US WHOLE.”

- BRAD LUDDEN, FOUNDER & PRO ATHLETE





OUR PROCESS



01 CONSULTATION

You talk, we listen. Your needs in your words.

Understand key parameters (culture, outcomes, budget, timeline, activities, duration)

DELIVERABLES: Complimentary Needs Assessment

COST: Free

02 IDEATION

We show you what's possible.

Create a curated presentation of program options and transparent budgets for each option

DELIVERABLES: Concept proposal, budget overview

COST: Deposit required; applied to program cost

03 CO-CREATION

Let's get this dialed.

Work closely with the internal corporate team to ensure all program elements are intentionally designed to achieve outcomes

DELIVERABLES: Full itinerary, Legal agreement

COST: 50% deposit on trip cost

04 EXECUTION

We've got your back the whole way.

Prepare you for departure, set expectations and safely execute your program

DELIVERABLES: Final itinerary, packing list, program-specific supporting documents

JOIN US

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