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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.





A group of people in colorful kayaks (red, yellow, blue, green) are arranged in a large circle on a dark green river. The kayakers are wearing helmets and life jackets. The water is calm with some ripples. The background is a dark, forested area.

ADVENTURE CREATES IMPACT  
**WE CREAT 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 life-defining 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.



TRANSFORM

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

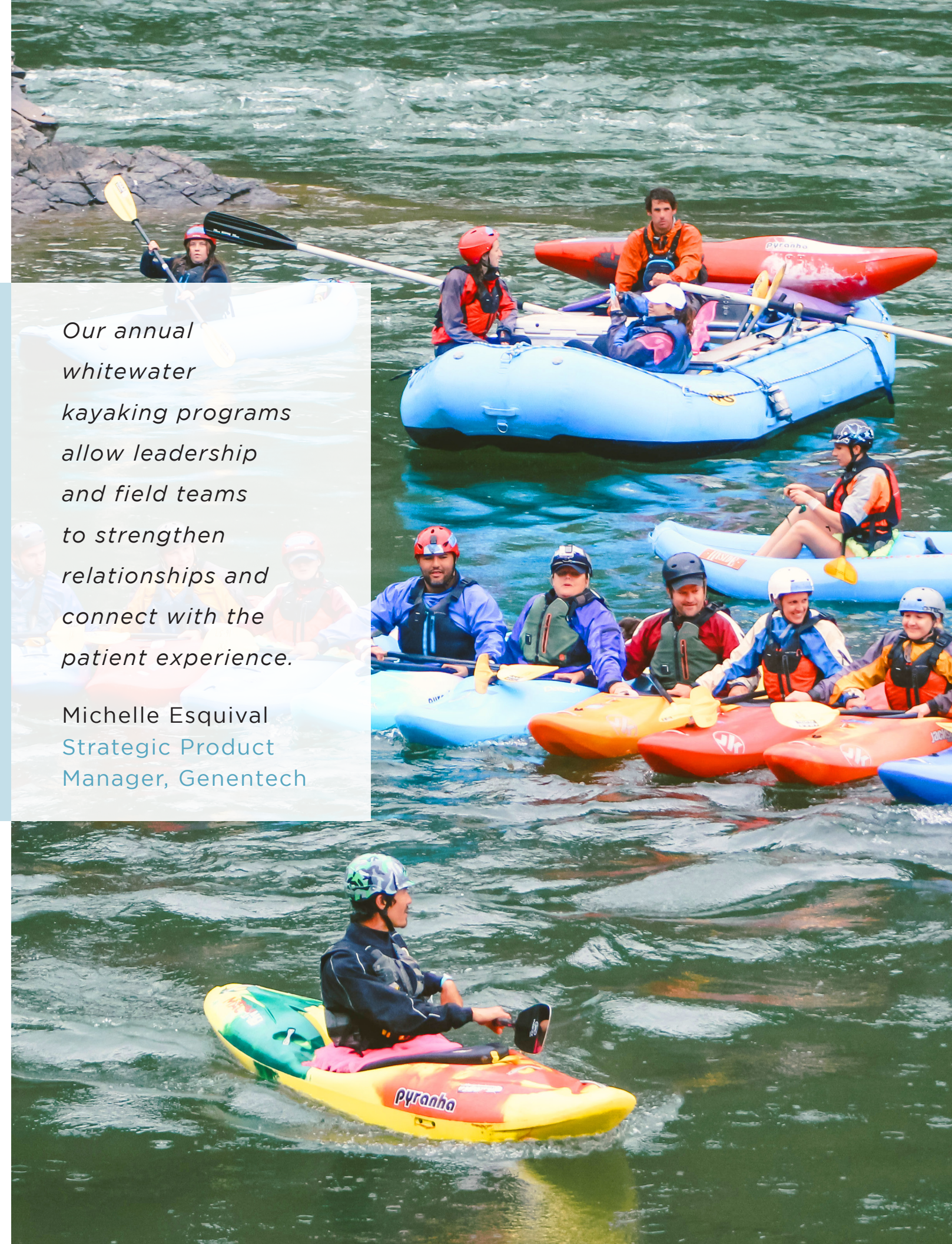
**ACTIVITY:** Whitewater Kayaking

**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:**

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

## **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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