

LIVING PLANET AQUARIUM

A PRODUCTION PARTNERSHIP BUILT AROUND YOUR IN-
HOUSE AV

PREPARED FOR

Living Planet Aquarium

PREPARED BY

Fat Fish Media, September 2026

fatfishmedia.com

LET'S BUILD THIS TOGETHER

Thank you for inviting us into this conversation. What you described is the kind of relationship we love: not a company that shows up with gear, but a partner who becomes part of Event Sales & Experiences, works shoulder to shoulder with your team, respects the production system you have already built, and treats Aramark as a teammate. Here is how we would make that real, together.

Fat Fish Media produces live events for Adidas, Meta, Amazon, Western Governors University, and the University of Phoenix, from arena commencements with thousands of graduates to multi-day corporate summits and broadcast productions. We run our own crews, our own production trucks, and producers who own the whole show instead of handing pieces to subcontractors. We bring that scale to a room we already know well.

The model that follows keeps the client relationship with your team, puts a senior producer on the technical handoff after every sale, and returns a share of revenue to the Aquarium every time a production happens under your roof. The structure is ours to propose. The final numbers are set together.

BY THE NUMBERS

160+

events produced in 2025
alone

10k+

audiences we produce at
this scale, regularly

2

broadcast trucks we built
ourselves

250+

team members, full-time and
freelance

48

states and 5 countries

2014

producing live events in
Utah since

FIVE TERMS, ONE RELATIONSHIP

Each term answers a question you raised: who touches the building, who the client can choose, who handles outside vendors, who runs the network, and who owns the handoff.

RIGGING & POWER	Fat Fish is the required provider for rigging and power hookup on every event, whoever is producing it. These touch the building and the installed system, so one accountable crew handles them.
PREFERRED VENDORS	Fat Fish sits on the Aquarium's preferred vendor list alongside the other local AV companies, and every client keeps their choice. When a client chooses Fat Fish for production, 20% of that production revenue goes to the Aquarium as a revenue share, on every event, whether the lead came from your sales team or ours. Choice stays with the client. The Aquarium earns from the relationship it built.
OUTSIDE AV LIAISON	When a client brings in an outside AV company, a Fat Fish liaison is on site for anything that touches in-house AV, power, rigging, or the network. The liaison is the outside crew's single point of contact, so your team is never the middleman. The liaison's labor is billed to the client at the published hourly rate, and 20% of that billing goes back to the Aquarium.
INTERNET & NETWORKING	Fat Fish manages event internet and networking in the event center the way the major in-house providers do at hotels and convention centers: dedicated event bandwidth, hardwired drops, event Wi-Fi networks, and streaming uplinks. Outside access points are not permitted, so the house network stays stable for every event and every client.
EVENT MANAGER	Fat Fish hires a dedicated Event Manager with an office at the Aquarium and at Fat Fish. From the moment your team closes a sale, this person owns all AV, network, and vendor communication with the client, Aramark, and outside crews through load-out.

Why the incentives line up. The Aquarium's \$50,000 covers part of the Event Manager's salary. Fat Fish pays the remainder and earns its margin on the larger productions the position helps bring in. Fat Fish only does well when the Aquarium's event calendar grows, which is the win-win-win you asked for.

ONE PERSON, TWO OFFICES

This is the hinge of the model: a senior production person inside your building, on your calendar, answering to your sales team, at a fraction of what a full-time hire would cost the Aquarium.

\$50K

The Aquarium's annual contribution

Fat Fish

Pays the balance of salary, benefits,
and tools

2 offices

On site at the Aquarium and at Fat
Fish

The Event Manager is a Fat Fish employee, so hiring, HR, and coverage during time off stay off the Aquarium's books. Your sales team keeps selling; the Event Manager takes every event from contract to strike: scope, production schedule, technical planning, run of show, vendor coordination, show coordination, and the post-event debrief.

ONE OWNER AT EVERY STAGE

Your team keeps the client. The Fat Fish Event Manager keeps the show. Event Operations and Security keep the building. Aramark and outside vendors deliver to the plan.

STAGE	AQUARIUM	FAT FISH EVENT MANAGER	EVENT OPERATIONS & SECURITY	ARAMARK & OUTSIDE VENDORS
Sale	Sells the event, holds the contract and venue fee	Joins the scoping call and flags production needs	Confirms dates, access, and capacity	Aramark quotes food and beverage
Planning	Owns the client relationship and billing	Builds the scope, floor plan, production schedule, and run of show	Reviews the floor plan for egress, staffing, and building rules	Plan to the Event Manager's schedule
Vendors	Makes introductions	Single point of contact for every vendor; liaison for outside AV	Approves vendor access and load-in windows	Communicate through the Event Manager
Load-in	Not involved	Rigging, power, network, in-house AV	Doors, docks, badges, and building systems	Load in on schedule
Show	Hosts the client	Show coordination, speakers and VIPs, troubleshooting	Guest safety, crowd flow, incident response	Service and support
Strike	Client follow-up	Load-out and a debrief with your team	Building reset	Strike on schedule

WHAT STAYS IN-HOUSE

The same model the major in-house providers use at hotels and convention centers: an outside production still works through the venue partner for the pieces only the venue partner can touch. Every item is on a published rate card, so clients know the numbers before they sign.

SERVICE	WHEN IT APPLIES	BILLED TO	AQUARIUM SHARE
Production liaison	Any outside AV company on site	Client	20%
Power hookup	Any event that needs a power drop or tie-in	Client	30%
Rigging	Any overhead load in the event center	Client	30%
Event internet & networking	Dedicated bandwidth, wired drops, event Wi-Fi, streaming uplinks	Client	50%
Production by Fat Fish	When the client chooses Fat Fish from the preferred list	Client	20%

How the rate card gets set. We build it together with you before launch, from your actual power, rigging, and network positions, and publish it to every client and every vendor on the preferred list. No surprises at settlement, for the client or for the Aquarium.

HOW BOTH SIDES WIN

The simple version: the Aquarium sends production work to Fat Fish, and Fat Fish sends events to the Aquarium. Here is what that looks like for each of us.

What the Aquarium gets

A revenue share on rigging, power, networking, liaison work, and every Fat Fish production in the building

New events from Fat Fish's corporate, agency, and nonprofit clients who want a distinctive venue

A production team that already knows your room, so your team sells with confidence

Your sales team is freed up to sell: once the contract is signed, the Event Manager owns every technical conversation with the client and their vendors

Far fewer hours lost in technical back-and-forth, with one accountable owner on every event

What Fat Fish gets

Rigging, power, and networking on every event in the building

Production work from clients who choose Fat Fish from the preferred list

Liaison work whenever an outside AV company comes in

The Speaker Series as a flagship annual production

Fat Fish only does well when your calendar grows. That is the whole point of the model.

THE PEOPLE WHO WOULD RUN THIS

A partnership is only as good as the people on the other end of the phone. Pete is your point of contact from day one, with the full Fat Fish bench behind him.



YOUR POINT OF CONTACT

Pete Bordass

ACCOUNT EXECUTIVE

Certified Project Manager with two decades in live events, from concerts and corporate shows to trade floors and scenic installs. Pete leads production on Fat Fish's largest events and is the calm voice on show day.

Email pete@fatfishmedia.com

Phone 385.316.9863



Richard Payson

CEO / CO-OWNER

10+ years in AV, including 8 years as lighting designer for The Piano Guys. Sets the bar for visually engaging environments.



Isaac Gonzalez

CMO / FOUNDER

Built Fat Fish into a standout in experience design for clients like Adidas, Meta, and Amazon. Serves on Salt Lake's Culture Core board.



Ben Bielefeld

DIRECTOR OF PRODUCTION

With Fat Fish since 2014; production manager and audio engineer for The Piano Guys. Blends creativity and precision for standout events.



Cynthia Wainscott

CREATIVE DIRECTOR

8 years making scenic dreams real across every medium, experiences built to stick with you for life.

LET'S WALK THE ROOM

- 1 Walk the event center together with the installed AV and network drawings, so the rate card reflects your actual power, rigging, and data positions.
- 2 Agree the revenue share percentages, the liaison trigger, and the network policy for outside vendors.
- 3 Define the Event Manager role: reporting line, on-site days, and the handoff point from your team.
- 4 Pilot on the next two complex events before formalizing the preferred partner agreement.

Brent, let's walk the room.

Great meeting you and your team. Pick a day and we will bring the drawings, the rate card, and the people who would run this.

Schedule the walk-through

pete@fatfishmedia.com

LET'S BUILD *YOUR EVENT BUSINESS.*

fatfishmedia.com · September 2026

» FATFISH