

TALENT RESOURCES

JEEP WAGONEER

PROGRAM CASE STUDIES



OVERVIEW

Talent Resources has elevated Jeep Wagoneer's presence through strategic activations at premier sports and entertainment events. From partnering with Jack Harlow's Derby Afterparty at the Kentucky Derby to serving as the Official Automotive Partner of Preakness 148 and the Belmont Stakes, Wagoneer provided VIP transportation and immersive brand experiences. The brand extended its influence to F1 Austin's SI Circuit Series Event, the CNBC x Boardroom Game Plan summit, and Sports Illustrated Revel at the Races, seamlessly integrating luxury and performance. Most recently, Wagoneer made a statement at Super Bowl New Orleans and NBA All-Star Weekend with its WAGS in Wags program, solidifying its status as the ultimate luxury SUV for high-profile moments.

1,875,331,815
total impressions

\$17,346,819
total media value



Case Study

WAGONEER X ROLLING STONE LIVE 2023

OVERVIEW

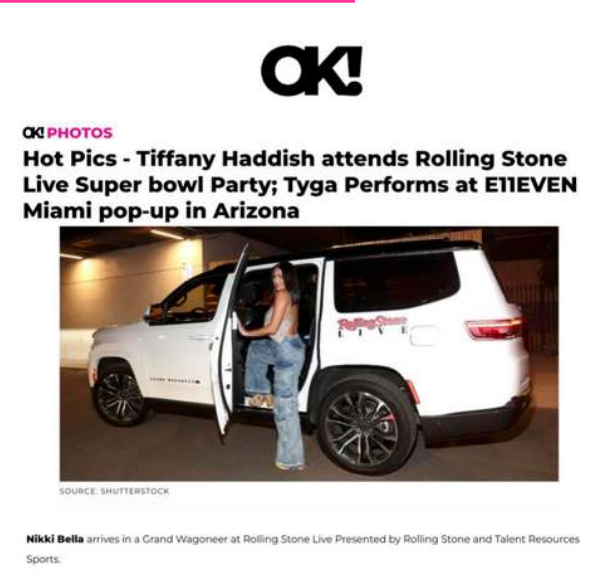
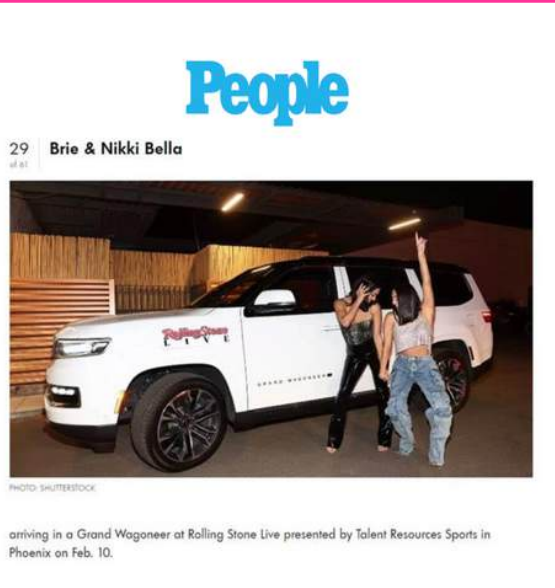
Top tier media placements included People, US Magazine and OK! Magazine.

Talent Resources X The Brand Agency secured a potential audience of 206,818,831 media impressions and \$1,912,985 in estimated earned media value.

CLICK FOR FULL CASE STUDY



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Credit: John Salangsang/Shutterstock for Talent Resources

Total Bellas

The Bella Twins arrive in a Grand Wagoneer at Rolling Stone Live Presented by Rolling Stone and Talent Resources Sports.

Case Study

WAGONEER KENTUCKY DERBY 2023

OVERVIEW

At the first leg of the Triple Crown, Wagoneer tapped into the celebrity grandeur of the “Greatest Two Minutes in Sports” by partnering with Jack Harlow as the official automotive sponsor of his "Talk of the Town Derby Afterparty". In what was a natural alignment, Harlow and other celebrities including Ian Bohen (of Paramount’s “Yellowstone”) were each given dedicated Grand Wagoneer vehicles that chauffeured them to the weekend’s festivities – ultimately culminating at Jack’s afterparty which featured an interactive on-site Wagoneer display.

Talent Resources secured a potential audience of 54,752,371 media impressions and \$512,537 in estimated earned media value.



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Hollywood Life

Hottest Celebrity Pics This Week Of May 8 – 14: Ariana Madix, Dax Shepard & More



Jack Harlow arrives in a **Grand Wagoneer** to his Talk of the Town Derby Party at Old Forester's Paristown Hall

FACTZ



Rapper Jack Harlow Stays True to His American Roots During the Kentucky Derby

While some musicians show up in a blacked-out SUV thinking they have Government status, not **Jack Harlow**. Jack has proven time and again he is a man of the people. The gent opted to roll up to his "Talk of the Town Derby Party" over the weekend in a Grand Wagoneer.

Harlow, a hometown legend in Kentucky, decided to stay true to his roots, rocking an all-American Jeep Grand Wagoneer and a Tommy Hilfiger fit.

OK!

OK! PHOTOS

HOT PICS! - Mark Wahlberg & Nina Dobrev celebrate Cathédrale opening At Aria Las Vegas, Jonas Brothers Perform at Hard Rock Beach Club Miami for Grand Prix



Jack Harlow arrives in a **Grand Wagoneer** to his Talk of the Town Derby Party at Old Forester's Paristown Hall on Saturday, May 6th in Louisville, KY.

Page Six

Celebrity sightings 2023



Jack Harlow arriving at his Talk of the Town Kentucky Derby party in a **Grand Wagoneer** with his group of friends.

BIZBASH

How Brands Galloped Into the Spotlight at the 2023 Kentucky Derby



Elsewhere during Derby weekend, Louisville-born rapper Jack Harlow exited his **Grand Wagoneer** and arrived at his Talk of the Town Derby Party on May 6 after the big race.

Case Study

WAGONEER PREAKNESS 2023

OVERVIEW

As the official vehicle of Preakness 148, Wagoneer showcased a select fleet of Grand Wagoneer vehicles at the Middle Jewel of the Triple Crown. Wagoneer identified a select group of noteworthy Talent to each receive a dedicated vehicle and chauffeur for all of their Preakness related needs. Amongst the select Talent were DJ Quicksilver and Chantel Jeffries, who each played a feature set at Preakness Live, and Dalvin Cook, who took in the festivities with other VIPs in the Chalet.

Talent Resources secured a potential audience of 58,700,912 media impressions and \$746,984 in estimated earned media value.



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Page Six Celebrity sightings 2023



Chantel Jeffries wearing a white bandeau, mini skirt and sneakers arriving to her DJ set at Preakness Live in a **Grand Wagoneer**.

OK! HOT PICS! - Mark Wahlberg & Nina Dobrev celebrate Cathédrale opening At Aria Las Vegas, Jonas Brothers Perform at Hard Rock Beach Club Miami for Grand Prix



Chantel Jeffries arrives in a **Grand Wagoneer** to her performance at the Preakness Stakes on Saturday, May 20th, at Pimlico Racecourse in Baltimore, MD.



DJ Quicksilver arrives in a **Grand Wagoneer** to the Preakness Stakes on Saturday, May 20th, at Pimlico Racecourse in Baltimore, MD.

Town Planner



More About Experience the all-new Luxury Premium Grand Wagoneer SUV at The Preakness Stakes

On Saturday, May 20 from 10:30 a.m. until 7:30 p.m. at The Preakness Stakes, a 2023 Triple Crown Race at Pimlico Race Course in Baltimore, experience Experience Wagoneer, the original premium SUV and Official Vehicle of Preakness 148.

At the Wagoneer tent located in the Chalet Courtyard, just next to the first chalet and near the premium hospitality entrance, premium ticketholders can experience the Wagoneer brand which returns as a premium extension of the Jeep® brand.

Premium ticketholders can meet and speak with a Wagoneer product specialist about how Wagoneer builds on a rich legacy of premium American craftsmanship, heritage, and refinement while offering unparalleled comfort and legendary 4x4 capability. Sit inside the 2023 Grand Wagoneer to get an intimate feel for the sophistication of the premium SUV, snap photos, and spin-to-win for a chance to receive a Wagoneer-branded prize while supplies last.

Hollywood Life Chantel Jeffries Arrives at Preakness Stakes in a Wagoneer



Chantel Jeffries arrives in a **Grand Wagoneer** to her performance at the Preakness Stakes on Saturday, May 20th, at Pimlico Racecourse in Baltimore, MD. Wagoneer is the official vehicle of Saturday's Preakness Stakes.

Case Study

WAGONEER BELMONT STAKES 2023

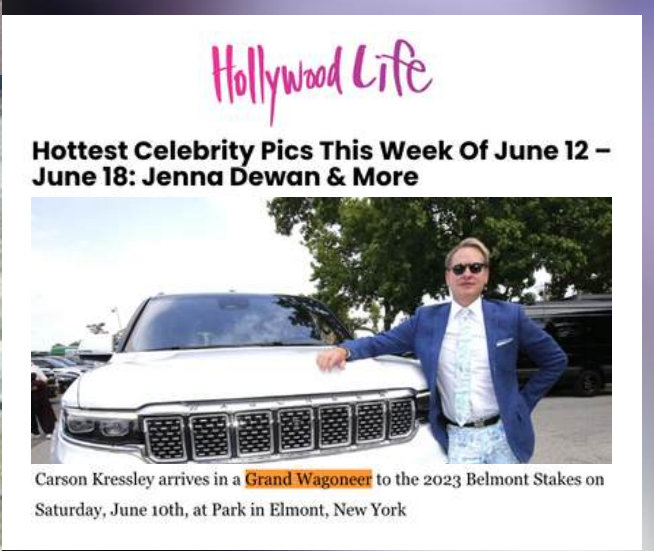
OVERVIEW

Wrapping up the Triple Crown program at the final jewel, Wagoneer stole the show as the Official Automotive Partner of the Belmont Stakes.

Talent Resources secured a potential audience of 27,998,700 media impressions and \$683,855 in estimated earned media value.



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Case Study

WAGONEER F1 GRAND PRIX 2023

OVERVIEW

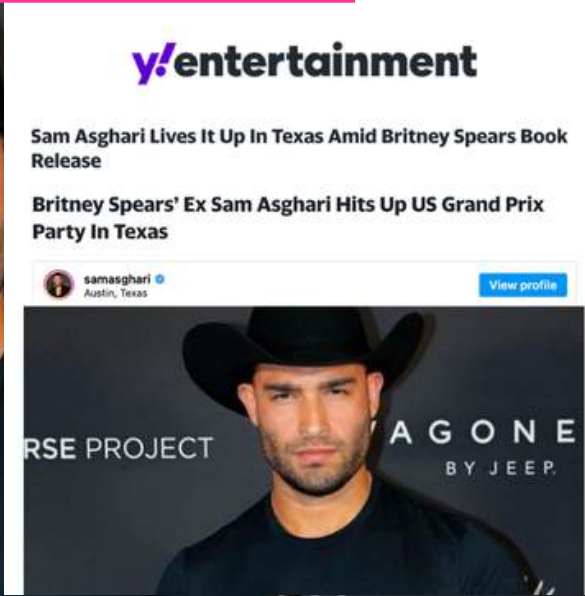
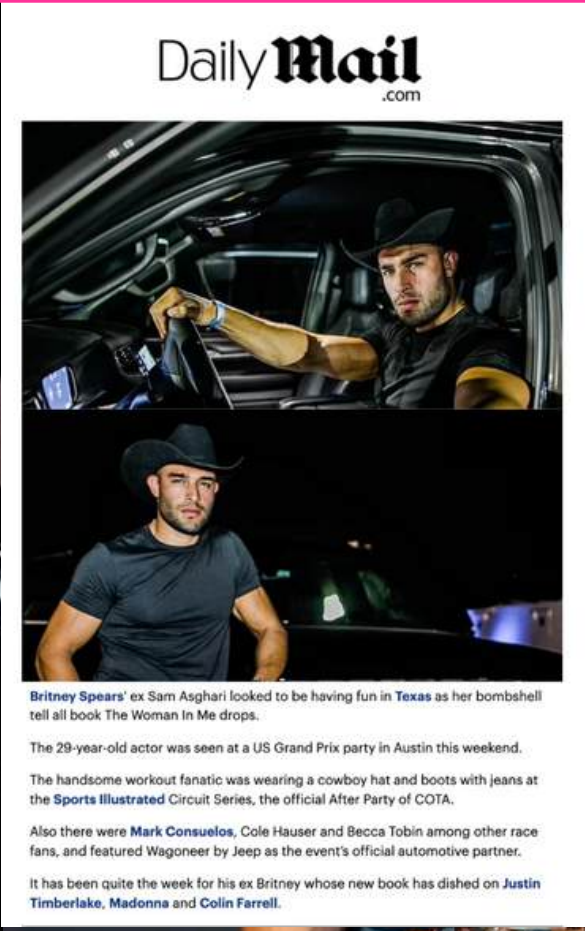
Talent Resources drafted and serviced a post-event pitch which included links to approved photos and captions and a recap of celebrity highlights.

The pitch was sent to targeted local and national media outlets with the goal of securing media and photo captions from SI's Circuit Series Event, at F1 Austin on October 23rd, 2023.

Coverage to date was secured in OK! Magazine.com, Daily Mail, ATX Gossip, and more.

Talent Resources secured a potential audience of over 517,242,776 media impressions resulting in \$4,784,496 in estimated earned media value.

CLICK FOR FULL CASE STUDY



Case Study

WAGONEER
CNBC X BOARDROOM GAMEPLAN 2023

OVERVIEW

Wagoneer teamed up with CNBC and Boardroom for the inaugural Game Plan summit in Los Angeles. From what drives the modern-day sports fan to emerging opportunities in teams and leagues, this invite-only event hosted the most influential leaders from across the sports landscape including athletes, owners, investors and innovators to devise a GAME PLAN for a rapidly evolving world.

As a premier partner of the event, Wagoneer served as the vehicle of choice for Kevin Durant, Nick Kyrgios and Paul Rabil as they arrived for their respective panel discussions. The event also featured a high-touch Grand Wagoneer display amongst the crowd of business executives and other high-net-worth individuals who were seen interacting with the luxury immersive experience.

Talent Resources secured a potential audience of over 67,453,581 media impressions resulting in \$623,946 in estimated earned media value.



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OK! PHOTOS
HOT PICS! Brooks Nader struts the 'Sports Illustrated' Runway Show in Miami; G-Eazy performs at E11EVEN Miami



Hottest Celebrity Pics This Week Of July 24 – 30: Reese Witherspoon & More



Kevin Durant & Nick Kyrgios Pull Up To The 'Game Plan' Summit In Stylish Jeep Grand Wagoneers



Case Study

WAGONEER KENTUCKY DERBY 2024

OVERVIEW

Partnering with Sports Illustrated Revel at the Races as the official automotive sponsor, Jeep showcased its iconic Grand Wagoneer on-site, complementing the transportation it provided to Ian Rapoport, Lisa Leslie, Griffin Johnson, and Chandler Parsons throughout the weekend. This seamless integration of tradition, luxury, and innovation underscored Jeep's commitment to delivering unforgettable experiences to those seeking extraordinary journeys.

Talent Resources secured a potential audience of 108,189,499 media impressions and \$1,000,751 in estimated earned media value.



Brand Strategy & Communications

2024 Kentucky Derby: How the 150-Year-Old Event Stays Fresh with New Experiences and Partnerships

At this year's Run for the Roses, Churchill Downs unveiled a new paddock area with premium spaces, plus brand partnerships with The Unwell Network, Ford, and Sports Illustrated.

Jeep Grand Wagoneer

At the Sports Illustrated Revel at the Races, guests, including influencer Griffin Johnson (pictured), arrived in the Jeep Grand Wagoneer. A vehicle display was also on site.

HOT PICS! Patrick Mahomes & LeBron James at 'Carbone Beach' for F1 Race Week, Ed Sheeran Headlines 'Hard Rock Beach Club' for Miami Grand Prix

Alix Earle and friends pose in front of a Jeep Grand Wagoneer at the Sports Illustrated Revel at the Races for Kentucky Derby Weekend on Friday, May 3, 2024, in Louisville, KY.

150th Kentucky Derby Exclusive Behind The Scenes — Total Apex Sports

Last Friday night's event at The Ice House was all about sports and the exclusive atmosphere hosted by Sports Illustrated. Notably, NFL stars Aaron Rodgers, Davante Adams, and David Bakhtiari were also spotted posing next to the Jeep, revealing its appeal to athletes and celebrities alike.

May 2024 Fresh Pix

Aaron Rodgers, Davante Adams, and David Bakhtiari posed in front of a Jeep Grand Wagoneer at the Sports Illustrated Revel at the Races for Kentucky Derby Weekend in Louisville, Kentucky.

Talent Resources secured a potential audience of 653,586,600 media impressions and \$6,045,672 in estimated earned media value.

AOL

Saquon Barkley's fiancée Anna Congdon is excited to see the Super Bowl through her daughter's eyes: 'This is such a special moment' (exclusive)

© Jonathan S. Loeb for AOL

Case Study

WAGONEER WAGS IN WAGS - ALL-STAR WEEKEND 2025

OVERVIEW

Building on the success of the inaugural WAGS in Wags program at Super Bowl New Orleans, our team traveled cross-country from the Big Easy to the Bay Area for WAGS in Wags – All-Star Edition. With basketball’s best gathering in the Bay, the ladies of the NBA rode in style with the Jeep brand, and the Wagoneer S once again stole the show — this time at the Queens of the Court Galentine’s Tip-Off event, hosted by Brooke Rose and Tara Bernstein.

Talent Resources secured a potential audience of 180,588,545 media impressions and \$1,670,444 in estimated earned media value.



Brand Strategy & Communications

People
Jalen Brunson's Wife Ali Brunson Gives Rare Look Behind the Scenes of the 2025 NBA All-Star Game (Exclusive)
New York Knicks star Jalen Brunson and his wife Ali Brunson married in July 2023 and together share one baby, daughter Jordyn

03 Ride in Style
of 14



Ali Brunson and her daughter Jordyn ride with Jeep to the 2025 NBA All-Star Game. PHOTO: CHEVY WILKINS FOR JEEP

In celebration of NBA All-Star Weekend and Valentine's Day, the basketball ladies teamed up with Jeep to create "the perfect moment" to celebrate the women behind the game with "Queens of the Court," Ali says.

The Athlete Lifestyle **ON SI**

NBA WAG Jordyn Woods swoons over selfie with ESPN's Malika Andrews

NBA WAG Jordyn Woods was cheering on her Knicks star boyfriend Karl-Anthony Towns at the NBA All-Star Game, but took time for a selfie with ESPN's Malika Andrews.



Jordyn Woods excitedly pulls up to the Queens of the Court Galentines Tipoff event in a Jeep Wagoneer S on Friday, February 14, in San Francisco. / Courtesy of Chevy Wilkins

A few days prior, on Friday, February 14, Jordyn arrived at the Queens of the Court Galentines Tipoff event in San Francisco and flexed her stunning all-red fit in front of a Jeep Wagoneer S.



Jordyn Woods excitedly pulls up to the Queens of the Court Galentines Tipoff event in a Jeep Wagoneer S on Friday, February 14, 2025, in San Francisco, CA.

