



SERVING

PASSION – LED COMMUNITIES

A multi-award-winning global events  
& media company focused on  
passion led communities in the B2B  
and B2C sectors.





Raccoon Media Group Ltd was founded in 2018 with the launch of the multi-award-winning National Running Show and over the next few years went on to launch many popular consumer events in health and wellbeing markets. The business has expanded significantly since its inception and is now a dynamic, scaled, high-growth media business focused on mobilising passion-led B2C and B2B communities across the globe.

Our events and media properties deliver year-round content and advice to specialist, self-identifying audiences. Raccoon is entrepreneurial, fast-paced and disruptive. As a business we question the status quo, we invest in exceptional people, we operate with a clear purpose and deliver sustainable events that directly meet the needs of our audiences in a way that ignites and bolsters the industries in which we operate.

RACCOON  
MEDIA GROUP

A COMMUNITY OF OVER

1.7M



## A portfolio of 21 events across three continents

UK



EUROPE



MIDDLE EAST



USA





CREATING MEMORABLE MOMENTS

# Substance behind the style

Our community

1.3M+

Subscribers & Followers

21

International Events

210K+

Attendees Through the Door

Over 1.7M

in unique yearly website visits



# We deliver on our **promises**

As a service business we work closely with our clients to get the results they need, in a timely fashion. We are one team and we are all in it together.

**RACCOON  
MEDIAGROUP**



# Inclusion and diversity is paramount

We operate a policy of conscious inclusion. We believe you can't be what you can't see. Our content schedule, ticketing strategy & ways of engaging under-represented communities make our events open for all.

**RACCOON  
MEDIAGROUP**



# Sustainability is essential

We focus on our environmental impact and support hundreds of charities and good-causes within our markets. Health is wealth and we promote the benefits of being active and outside in a sustainable way.

# We work with no limits or boundaries

Our unique campaigns span digital, print and deliver live brand activations to tell your story. Connecting your brand to our community in real life.



# We work with you – operating as one team

Emotive connections to create memories &  
change perceptions, delivering moments  
that stand out to achieve your goals.



# Let's talk...

We would love to **start the conversation** with you & discover how we can work together, bringing your campaign to life, connecting your brand with our communities & delivering on the goals that we set out.

Mike Seaman, Group CEO

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