

# Street Teams Co — Capability One-Pager

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### AT A GLANCE

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**Nationwide street team marketing and brand ambassador agency** — turning brand campaigns into measurable, GPS-verified, on-time field execution across the United States.

- **500+** campaigns delivered
- **1,000+** US cities
- **10,000+** vetted field staff
- **4.9 / 5** rating (127 verified reviews)
- **94%** client retention rate

### WHAT WE DO

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**Street Team Marketing.** Boots-on-the-ground brand activation, sampling, and consumer engagement in high-traffic public spaces — sidewalks, transit hubs, college campuses, retail districts.

**Brand Ambassador Staffing.** Trained promotional staff for events, trade shows, in-store demos, and field marketing programs from \$25/hour.

**Event Staffing.** End-to-end venue staffing for conferences, festivals, trade shows, brand activations, and corporate events.

**Multi-City Tours.** Coordinated brand campaigns across 5 to 50 markets with synchronized reporting and centralized account management.

**Specialty Verticals.** CPG sampling, beauty brand activations, app launches, dispensary marketing, college NIL activations, alcohol promotions, festival staffing.

### HOW WE ARE DIFFERENT

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**GPS-Verified Shifts.** Every brand ambassador is GPS-tracked through every shift. Your post-campaign reports include real verified hours, not estimates.

**Show-Up Guarantee.** If any booked staff fails to appear, we refund that staff hour and credit the next. Backed by real-time GPS verification. Industry-first.

**Transparent Pricing.** Our \$25-\$75/hr rate card is published at [streetteamsco.com/pricing](https://streetteamsco.com/pricing). No mystery markups. No enterprise-only tiers.

**Fast Deployment.** 5-7 business days from approval. Rush deployment available in 48 hours across 50+ major markets.

**Measurement First.** We instrument every campaign with QR attribution, branded coupon tracking, MMP integration (for apps), and SPINS/IRI/Circana integration (for CPG).

### GEOGRAPHIC COVERAGE

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**Same-week deployment** in 50+ major US markets including Los Angeles, New York, Chicago, Houston, Phoenix, Philadelphia, Dallas, San Diego, Austin, Denver, Seattle, Atlanta, Boston, Miami, Las Vegas, and more.

**Tier-2 markets** with 7-10 day lead time across 950+ additional US cities and towns.

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## PRICING STANDARDS

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Engagement Type	Typical Range
Single-city, single-day	\$1,500 – \$8,000
Single-city, 3-5 days	\$5,000 – \$25,000
Multi-city tour (per market)	\$15,000 – \$50,000
Enterprise annual program	\$250,000+

**Hourly rates:** \$25-\$75 per BA. **Volume discounts:** 10% at 10+ staff, 15% at 20+ staff, custom enterprise at 50+ staff or monthly retainers.

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## INDUSTRIES WE SERVE

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CPG · Beauty & Cosmetics · Technology / App Launches · Cannabis / Dispensaries · College Sports / NIL · Music / Entertainment · Beverage & Spirits · Food Service · Retail · Healthcare · Automotive

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## SELECTED CAMPAIGN RESULTS (ANONYMIZED)

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**A Top-25 CPG brand:** 600 retail stores, 58,000 trial samples, 18% SPINS-verified velocity lift, 34x ROAS.

**A Series B dating app:** 12-city launch tour, 18,000 qualified installs at \$14 CAC (vs \$32 paid social), 23% Day-7 retention.

**A Fortune 100 beauty brand:** 200 Sephora doors, 22,000 fragrance trials, 31% trial-to-purchase rate.

**A multi-state cannabis operator:** Massachusetts grand opening, 4,800 opening-weekend customers, \$185K weekend revenue.

**An energy drink in NIL:** 5-school SEC program, 285K game-day impressions, 42K product trials, 18M social reach.

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## HOW TO ENGAGE US

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**For brand teams.** Send a brief or RFP to [hello@streetteamsco.com](mailto:hello@streetteamsco.com) or request a custom proposal at [streetteamsco.com/contact](https://streetteamsco.com/contact). Response within 24 hours.

**For marketing agencies.** Whitelabel partnership available. 24-hour RFP turnaround. NDA / sub-vendor MSA / certificates of insurance provided on request. [streetteamsco.com/partners/agencies](https://streetteamsco.com/partners/agencies)

**For procurement teams.** All compliance documentation (W-9, COIs, MSA, \$5M general liability + \$1M professional liability, workers comp in all 50 states) provided upfront.

**Free planning resources:** Download The Street Team Activation Playbook at [streetteamsco.com/playbook](https://streetteamsco.com/playbook) — a 12-page tactical guide including a brief template, staffing math worksheet, and vendor evaluation scorecard.

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## CONTACT

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**Email:** [hello@streetteamsco.com](mailto:hello@streetteamsco.com) **Web:** [streetteamsco.com](https://streetteamsco.com) **HQ:** 1580 N. Logan St., Suite 660, Denver, CO 80203

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