

**AUTOCAMP**



**SOHO HOUSE**



AutoCamp partnered with SoHo House to host a weekend retreat for their members. The curated 2-day retreat at AutoCamp Cape Cod included campfire s'mores, aura readings, a vineyard dinner, and even a scenic boat cruise, every moment was designed to inspire and connect.

## Objectives

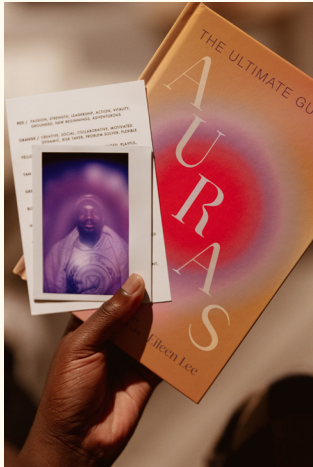
- Increase brand awareness for AutoCamp with SoHo House's affluent clientele
- Generate revenue and drive bookings through SoHo House member perks
- Create high-quality content for marketing channels.



# Day 1

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- WELCOME RECEPTION
- BIKE RIDE
- LIVE MUSIC
- AURA READINGS



# Day 2

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- SCENIC BOAT CRUISE
- BEACH DAY
- VINEYARD TOUR & DINNER
- CAMPFIRE S'MORES

