

ADRENALINE



ADRENALINE WHITE LABEL PLATFORM

THE GOAL

Turn your audience into experience customers.

HOW

A white label experience marketplace powered by Adrenaline and built around your brand. Your audience. Your brand. Our experience network and products.

BY THE NUMBERS

2500+

Experiences
onsite

28

Years in
industry

57K+

Adventures
sold every year

5M+

Organic annual
social reach

100K+

Email/Database
subscribers

TURN YOUR AUDIENCE INTO EXPERIENCE CUSTOMERS

THE OPPORTUNITY

Give your customers access to 2,500+ experiences through a branded page on your website. It looks and feels like your brand, while Adrenaline runs the products, bookings and support behind the scenes. You get a new revenue stream without building or managing a marketplace.

WHY PARTNER WITH US

- Create memorable customer moments that set your brand apart
- Keep customers engaged after purchase or after an event
- Earn commission with no inventory or fulfillment to manage

HOW IT WORKS

01 YOU BRING THE AUDIENCE

Promote the marketplace through your channels, and share your brand assets, customer insights and campaign priorities.

02 WE POWER THE EXPERIENCE

We build and maintain the marketplace, curate experiences for your audience, and manage pricing, bookings and customer support.

03 YOU EARN

Earn a commission on every experience sold, with ongoing reporting from us.

ADVENTURE CATEGORIES



Bucket List Adventure

Swim with sharks / Swim with dolphins / Hot air ballooning
Bungy jumping / Helicopter flights

Try Something New

Surfing lessons / Horse riding / Rock climbing / Archery
Stand-up paddleboarding

Adventurous Gifts

Supercar drive days / Skydiving / Scenic flights
Shark diving

Adrenaline Rush

V8 racing / Stunt driving / Jet boating / White-water
rafting / 4WD

Get Behind the Wheel

V8 drive days / Rally driving / Defensive driving / Formula
Ford / Go-karting

On the Water

Jet skiing / Kayaking / Wakeboarding / Snorkelling
Whale watching

Up in the Air

Skydiving / Hot air ballooning / Paragliding
Aerobatic flights

WHY IT WORKS

01 ENGAGE

Give customers more to discover and another reason to reach them through email, social, your website and member communications.

02 REWARD

Use experiences for rewards, member benefits, competitions and key moments. Our customer service team handles all booking questions.

03 DIFFERENTIATE

Offer something customers wouldn't expect from your brand, curated around your audience, without building or managing it yourself.

04 EARN

Earn a commission on every experience sold through your marketplace.

05 WHO DOES WHAT? YOU BRING THE AUDIENCE

- Promote the marketplace across your customer channels
- Provide brand assets, customer insights and campaign requirements
- Share your objectives and support member communications

06 ADRENALINE POWERS THE EXPERIENCE

- Build and maintain the branded marketplace
- Curate experiences for your audience



POWERED BY BIG RED GROUP

Australia and New Zealand's largest experience network, behind Adrenaline, RedBalloon, Experience Oz and Everything NZ.
We connect a customer with an experience every 17 seconds.

ADVENTURE STARTS WITH US
YOUR BRAND. POWERED BY ADRENALINE