



MENU OF SERVICES

MOBILE POP-UP & BRAND STORYTELLING

"Meet Greta — a sun-bleached 1966 Volvo 122S wagon with a trunk full of good ideas, and a knack for turning sidewalks into destinations."

#ChaseTheWagon

@SUNNY_N_66 • SUNNYAND66.COM • MINNEAPOLIS, MN



The Story

Sunny & '66 is a mobile vintage pop-up and brand storytelling studio, built around Greta — a 1966 Volvo 122S wagon with original curves, a warm patina, and a tailgate made for showing off good things. What started as one woman's love of the open road and a well-loved wagon has become a traveling storefront: part styled retail moment, part rolling billboard, part reason to stop and take a photo.

Every appearance is designed the way Kendra has spent 20+ years designing retail moments for Target, Lowe's, and Ahold Delhaize — with an eye for trend, merchandising, and the kind of detail that makes people stop scrolling and start noticing. Greta's tailgate becomes a curated shelf. The sidewalk becomes a set. And your brand gets a backdrop nobody else in your market has.

WHY BOOK SUNNY & '66

- ✿ **An instantly Instagrammable moment.** Greta stops foot traffic on her own — people photograph her, tag her, and tag you.
- ✿ **A storefront that shows up already styled.** No build-out, no rented fixtures — just a curated, photo-ready display, tailored to your brand's colors and story.
- ✿ **A built-in, engaged audience.** The #ChaseTheWagon community follows across Instagram, TikTok, Pinterest, and Facebook — your event reaches them too.
- ✿ **Real local storytelling.** Sunny & '66 has partnered with Minneapolis makers and small businesses — Combine Mpls, Clancey's Meats & Fish, Marigold, and more — bringing a halo of local credibility to every collaboration.
- ✿ **A fully turnkey experience.** Kendra handles concept, styling, setup, staffing, and breakdown — you just point to the spot on the sidewalk.

Menu of Services

Every package is styled to match your brand, season, and space. Mix, match, or build something custom — pricing below is a starting point for the conversation.

01

The Bloom Stop

\$300+ · 2-HR MIN

A standalone floral pop-up. Greta's tailgate opens into a curated floral display, styled to your brand's colors and story — no collaborative event required.

Best for: small businesses wanting a simple, self-contained floral moment

02

The Full Bloom

\$1,400–\$1,600 · 4-HR MIN

A floral pop-up paired with a collaborative event alongside a partner brand — expanded styling, cross-promotion, and social content captured and tagged live under #ChaseTheWagon.

Best for: brand collabs like Combine Mpls, Marigold, Clancey's

03

Creative Partnership

\$5,000+

Full creative direction plus event photography and/or videography — concept, shot list, on-site direction, and edited deliverables for your own channels.

Best for: larger brand activations, agencies, and clients wanting a full content package

04

Greta's Grand Tour

\$200 flat · up to 3 riders

Up to 2 hours along a curated stretch of the Minneapolis Grand Rounds parkway system, narrated by Alfred. One weekend per month, May–October. #ChasingTheRounds

Best for: small groups wanting a scenic, storytelling-driven ride in Greta herself

05

Content & Storytelling Add-On

CUSTOM QUOTE

A dedicated photo and video shoot featuring Greta and your product or space, delivered with usage rights for your own channels, plus tagged distribution to the #ChaseTheWagon audience.

Best for: brands wanting content, not just a day-of moment

06

Brainstorming / Ideation Session

\$250 / HOUR

A dedicated working session to brainstorm campaign concepts, activations, or brand ideas — one-on-one time with Kendra's 20+ years of retail and brand strategy expertise.

Best for: brands wanting strategic input, fresh concepts, or a sounding board before committing to a plan

How It Works

1

Reach out

Tell us about your space, date, and audience.

2

Build the concept

We pick a package and style it to your brand.

3

Greta shows up

Setup, styling, and staffing — fully handled.

4

You get the content

Photos, tags, and reach across #ChaseTheWagon.

Ready to Chase the Wagon?

Let's find a date, a spot, and a story worth stopping for.

hellosunnyand66@gmail.com • SUNNYAND66.COM
@SUNNY_N_66 on Instagram, TikTok, Pinterest & Facebook

#ChaseTheWagon