

C3 – Beyond Exceptional

At **C3**, we are driven by a commitment to create extraordinary experiences that extend far beyond the event itself. Our mission is to foster lasting relationships and create growth opportunities for our partners, participants, and audiences. Every detail is meticulously designed to ensure that everyone who collaborates with us walks away with more than just memories—they leave with new connections, shared successes, and a sense of being part of something truly exceptional.

At the heart of **C3** lies the integration of three core brands

COLAPSE, CLOUDZ, and CLOUDSCAPE

each representing a unique experience and offering the flexibility to function independently or as a cohesive collaboration during a single event day.

COLAPSE: Representing our sports events, COLAPSE challenges participants to push their physical and mental limits. Whether experienced as a standalone event or as part of a larger C3 event day, COLAPSE brings extreme sports and adventure challenges to the forefront, inspiring athletes and adventure-seekers alike.

CLOUDZ: As the VIP food experience brand, CLOUDZ offers an unparalleled culinary journey. From curated Michelin-star dining experiences to intimate gatherings, CLOUDZ can operate independently to cater to VIP guests or work in collaboration with the other brands to create a truly elevated atmosphere during a full-scale event day.

CLOUDSCAPE: Our music festivals brand, CLOUDSCAPE, brings world-class DJs and an electrifying atmosphere to life. CLOUDSCAPE offers immersive musical experiences that unite and inspire participants, fans, and spectators alike.

While each of these brands has the autonomy to operate independently, the true magic of C3 lies in their ability to come together for a single, unified event day. Through thoughtful collaboration, COLAPSE, CLOUDZ, and CLOUDSCAPE work seamlessly to deliver an experience that engages the mind, body, and spirit.

Looking to the future, our goal is to grow **C3** and its three core brands into major annual events, not only in **Brisbane** but across renowned cities in **Australia** and **internationally**. We envision C3 as a global movement that continues to challenge boundaries and inspire people from all walks of life—whether through **sports, food, or music**. Each brand will stand on its own, but together, they will create a powerful synergy that makes every event day an unforgettable experience.