

MAVERICK VR ATTENDS MAJOR FUNDRAISER

For over 100 years, the UJA Federation of New York has tackled some major issues. From responding to global crises to helping those in need around the world. With a focus on helping Jews everywhere, they are supported by New Yorkers of all backgrounds, who provide support to those close to home and far away, shaping the future of the Jewish people.

The UJA tackles issues that are in the headlines and also those that aren't trending but are no less important. To address each issue, they distribute funds to hundreds of nonprofits in New York, Israel, and around the world. On top of that, they continuously gather knowledge about emerging or unmet needs in the communities they serve.

Maverick VR was hired for the UJA's largest fundraising event to date. Respected donors were invited to partake in "premier" entertainment, including high profile speakers, face-time with top industry vendors, and Virtual Reality.

Working with an overall space that spanned 100,000 square feet, Maverick VR would provide Virtual Reality entertainment beginning with the cocktail hour and then continue during to the main reception. The theme of the event was the 'race to help the city,' and Maverick would provide a series of seated and standing experiences that included race car driving and a derby.

This event presented a significant challenge for Maverick VR. We would hide behind the curtains and had only 52 minutes to assemble and configure a large amount of equipment completely -- the quickest time ever attempted.

This challenge was an undertaking, but luckily, the stars were aligned, and when the curtain went up, the equipment was ready, our staff dressed in tuxedos and gowns, prepared to work this black-tie event. Thanks to the UJA and Maverick VR staff, the undertaking which required superb strategic planning, and the utmost discretion was a huge success.

