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WSD



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WORLD SNOWBOARD DAY 6th EDITION DECEMBER 18th 2011

WHAT IS WORLD SNOWBOARD DAY ?



+ A DAY FOR EVERYONE, ALL ACROSS THE WORLD !

World Snowboard Day is a one-day event that provides the general public with the opportunity, for free, to discover the culture of snowboarding and the joys of riding.

+ + SIGNIFICANT INVOLVEMENT FROM THE SNOWBOARD INDUSTRY AND KEY PLAYERS

World Snowboard Day federates all players from the international snowboard community : federations, brands, schools, resorts, clubs, shops associations and riders.



A perfect way to participate in a project combining sport, snowboard values and environmental awareness.

A MASSIVE MOBILIZATION



+ **MORE THAN 100 000** PEOPLE HAVE PARTICIPATED IN WORLD SNOWBOARD DAY SINCE THE EVENT WAS CREATED

+ **MORE THAN 2 200** ACTIVITIES PROPOSED

=

500 + ORGANIZERS WORLDWIDE

+ A RECOGNIZED SUCCESS!

- ▶ **95%** of participants were satisfied or very satisfied with the activities proposed.
- ▶ **93%** of organizers declared that they will participate in World Snowboard Day 2011.



A HUGE MEDIA IMPACT



PRESS

Press coverage

100+ articles appeared in the international, national, local, specialized and free press every year between 2006 and 2010 .

Advertising coverage

360 000+ copies which represents **1 100 000** potential readers, and **50 000 €** in ad spin-offs in 2010.

RADIO

Multiple radio reports and interviews : NRJ (France), MR1 Kossuth Radio (Serbia), Rouge FM (Switzerland), Radio Catania (Italy), Radio Afera (Poland)...

TELEVISION

Nearly 30 TV reports worldwide: ATV (Austria), ShowTV (Canada), Lietuvos Rytis (Lithuania), Publica TV (Moldavia), Novy TV (Ukraine)

INTERNET

20 000+ monthly visits on www.world-snowboard-day.com.

About **860 000+** results currently on Google ("World Snowboard Day"), and as high as **3 million** results during the 2010 winter.



BECOME A PARTNER

Support snowboarding and contribute to its development worldwide.

Expand your communication with :

- A young target audience, under 30 years old, opinion leaders
- A snowboarding event with a high onsite promotion
- A huge media impact : radio, TV, Internet and press coverage

WE OFFER YOU

Your logo on the **World Snowboard Day** website, www.world-snowboard-day.com (20 000+ monthly visits) with a link to your website.



IN RETURN WE EXPECT FROM YOU

- Distribution of the **World Snowboard Day** visual before the event (a full page color advert).
- Written coverage of the event before and after **World Snowboard Day** .
- Post-event coverage with photographs.
- Online advertising on your website (web banner, news, photographs, video...).

CONTACT

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