



ROCKY MOUNTAIN **RAMPAGE**



COMMUNITY ENGAGEMENT

The Rocky Mountain Rampage is free and open to the public. As unique as our public, world-class class park, this public, world class extreme sporting event offers a thrilling, up close look at skateboarding, that most people have only been able to see on TV. Sporting enthusiasts can see professional athletes and celebrity fans – like Travis Pastrana, Andy MacDonald and Mike McGill - up close, like nowhere else in the world.



ATTRACTING OUT-OF-AREA VISITORS

The Rocky Mountain Rampage is becoming an increasingly popular vacation destination for skateboard fans of all demographics. Skateboard tourists come to Colorado Springs for the Rampage, but they stay to enjoy the attractions, local businesses and natural beauty of the Pikes Peak region.



Top to Bottom, Left to Right: Concert on the vert ramp at the RMR, RMR attendees visiting local attractions, Make a Wish Guest Foundation guest to RMR, wedding during RMR, athletes visiting local businesses.

PARTNERSHIPS



Sk8-Strong has built valuable partnerships with other local organizations to cross-promote and maximize our marketing impact. This year we partnered with the Pikes Peak or Bust Rodeo to appeal to the extreme sports fan, as both events took place on the same weekend and were targeting similar demographics.

Sk8-Strong also partnered with the Colorado Springs Philharmonic to provide a skate vert demo during the annual Fourth of July celebrations at Memorial Park. This exposed visitors coming to the fireworks display to vert skateboarding, who may not have previously had an interest. Both organizations have expressed a strong interest in building on those partnerships in 2016.



COMMUNITY SPONSORSHIP

This year, like no other, the Colorado Springs business community got behind Sk8-Strong in promoting and making this the best Rocky Mountain Rampage ever. Local business community showed that Colorado Springs is a welcoming, wonderful community by sponsoring the event as well as providing significant in-kind donations. The Rampage was promoted as a summer vacation destination, which indeed, proved to be the case for most of our athletes and fans.

MARKETING

Sk8-Strong depends on earned and donated media to promote the Rocky Mountain Rampage. We have nevertheless been extremely successful at this. In the span of seven days leading up to the 2015 Rampage, local newspapers carried six articles, along with photos and online photo galleries. Television news outlets aired eight stories, totaling nine minutes of airtime dedicated exclusively to the Rocky Mountain Rampage. Local radio stations donated PSAs in the weeks leading up to the Rampage and Colorado Springs establishments put up hundreds of Rampage posters in their places of business.

Marketing extends well beyond the Colorado Springs region. Google donated a \$10,000 renewable advertising grant, which was dedicated to the Rampage during the three months leading up to the event. National and international online magazines such as Transworld and Skateboard Magazine promoted the Rampage. Athletes competing in the X-Games and other high-profile skateboarding events promoted the Rampage during interviews.

The most significant marketing tool at play in the Rocky Mountain Rampage is the high-quality live stream of the event, provided by E-NetLiveTV, which covered both days of competition this year. Viewers tuned in from around the world to watch the Rocky Mountain Rampage.

Twice an hour, every hour, the live stream aired 30-second promotional ads provided by VisitCOS and other, major sponsors, to a dedicated viewing audience, who will be motivated to join the fun next year.



BY THE NUMBERS

Media Outreach

Column inches	71 inches
Total local readership	439,072
Radio PSAs	21
Value of PSAs	\$205.80
Total local media value:	\$10,141.57
Total local media air time:	9:00
Total local media viewers:	439,305

Social Media Reach

Post reach	41,969
Engagement	3,653
Post likes	4,012
Post comments	198
Post shares	225
Post clicks	20,343
Organic Reach	100%

Google Adwords Value

Ad Clicks	5,288
Ad Impressions	246,594





ECONOMIC IMPACT POTENTIAL

Approximately 80 percent of all athletes and 50 percent of fans attend the Rocky Mountain Rampage from more than 100 miles away. That translates into “heads in beds” and meals on the local economy for the majority of Rampage tourists. The multiplier effect is strong for the Rampage with each athlete and fan travelling with an average of three other friends or family members.

- Rampage fans and athletes reported 207 hotel stays. Hotels varied widely throughout the city.
- The average stay was five nights in Colorado Springs, for 1,035 room nights or \$92,115 spent at area hotels. The occupancy average was two people per room.
- 414 people ate 1,242 meals each day for five days, for a total of 6,210 meals eaten on at area businesses.
- The average skateboard tourist spent \$66 per person per day on meals and incidentals for a total of \$136,620.
- The 2015 Rocky Mountain Rampage boosted the Colorado Springs economy by \$228,735.

With the possibility of turning the 2016 Rampage into an Olympic qualifier, those economic impact numbers could be multiplied exponentially.



FISCAL RESPONSIBILITY + CREATIVE CAPABILITY = BARGAIN-PRICED IMPACT

Sk8-Strong, organizer of the Rocky Mountain Rampage, is a fiscally responsible, IRS-accredited 501(c)3 nonprofit organization. We have maintained a positive financial balance since our inception, have no outstanding loans or debts and are in good standing with all our fiscal sponsor organizations, to include the Pikes Peak Community Foundation, Indy Give!, Network for Good and the K Foundation.

With little overhead and a dedicated, all-volunteer staff, Sk8-Strong has been able to accomplish amazing things with comparatively limited funding. We were able to transform last year's LART support into more than \$200,000 economic benefit to local businesses. There are not many opportunities that offer greater than 2000 percent return on investment. Please help us to continue to help Colorado Springs by supporting the 2016 Rocky Mountain Rampage.