

ROCKY MOUNTAIN
RAMPAGE

Colorado's Premier Pro/Am Skateboarding Event
August 12-14, 2016

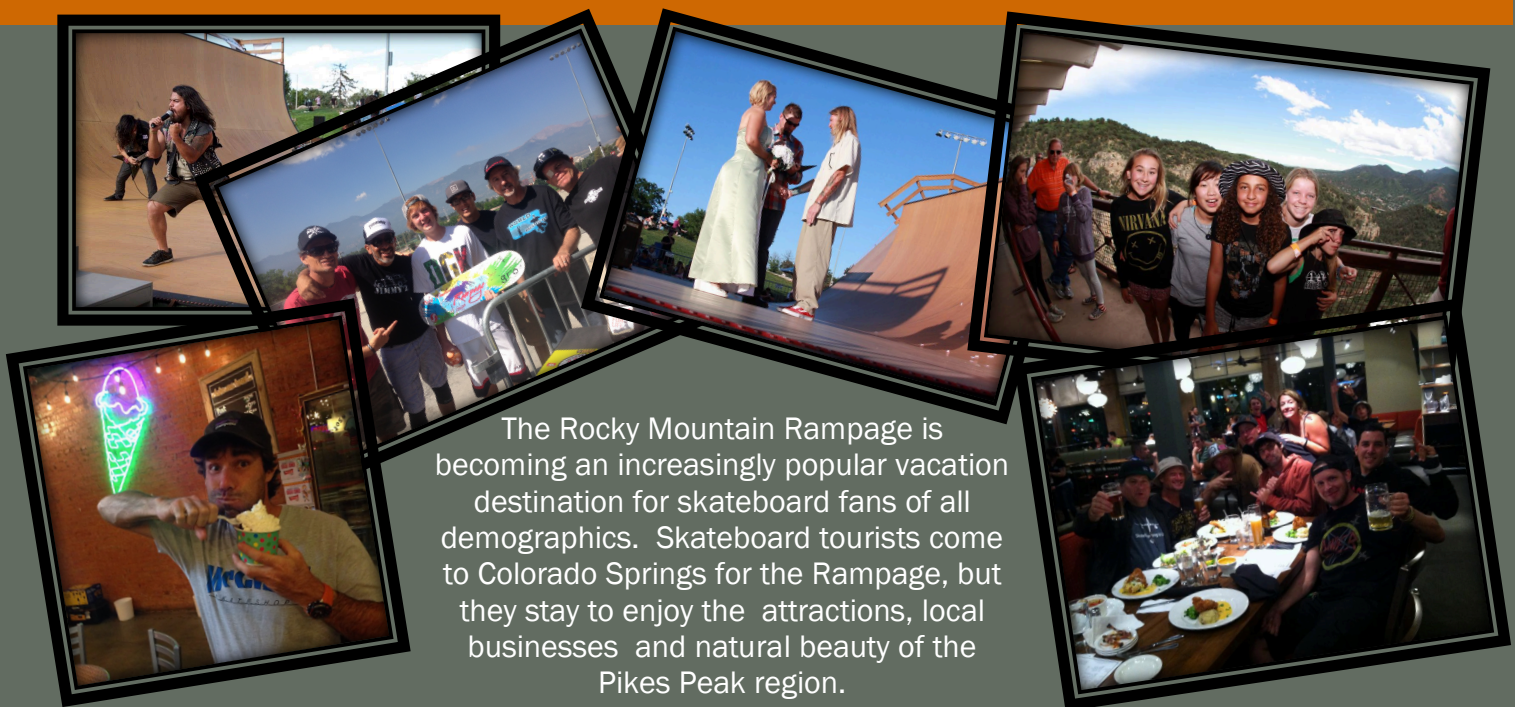
Sponsorship & Promotional Opportunities

COMMUNITY ENGAGEMENT

The Rocky Mountain Rampage is free and open to the public. As unique as our public, world-class class park, this 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, Make a Wish Guest Foundation guest to RMR, wedding during RMR, RMR attendees visiting local attractions, athletes visiting local businesses.



COMMUNITY SPONSORSHIP

The Colorado Springs business community has gotten behind Sk8-Strong in promoting to make for the best Rocky Mountain Rampage possible. Our 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

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 our major sponsors, to a dedicated viewing audience, who will be motivated to join the fun next year.



MAXIMIZING MARKETING IMPACT

2016 is the best year ever to put your marketing dollars toward the Rocky Mountain Rampage. This year, we are hosting an all new “Rock the Rampage” band competition in conjunction with the Rocky Mountain Rampage. Bands from across the region will be featured between skateboard heats, making the action truly non-stop!

Also new this year, Sk8-Strong has partnered with the Springs Spree of Colorado Springs to maximize the exposure of our sponsors, and provide them with the biggest bang for their marketing buck. With 25,000 in attendance at last year’s Springs Spree, Rampage sponsors will benefit from skate tourists, music festival traffic *and* Springs Spree visitors.

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 sponsor contributions into more than \$225,000 economic benefit to local businesses. There are not many opportunities that offer greater than 2000 percent return on investment.

**We’ve done the math, and landed on a winning formula:
Sk8-Strong’s fiscal responsibility + creative capability = bargain priced Impact
for your business, for the community and for skateboarding.**

