DEW TOUR

CULTURE COMPETITION CONNECTIONS
WORLD CLASS EVENT, ATHLETES, AND MEDIA

Dew Tour is amplified by world-class athletes, endemic and national media creating the industries foremost property in action sports.

We integrate our partners authentically across multiple touchpoints leveraging the world’s best athletes, endemic media platforms, OTT, and our live broadcast partners.

450+
Dew Tour Athletes Competing

1.3M
Dew Tour Social Media Followers

5M+
Total Social Media Followers

*Dew Tour + Partnered Endemic Media Brands
WHAT WE BELIEVE

COMPETITION
The athletes are our foundation, they inspire us all to get out and ride. We will continue to push the boundaries of action sports with our athletes through innovative formats and courses.

CULTURE
Action sports culture is more than just sports. This is a lifestyle for our fans. Technology, fashion, art, music, film, and design is the fabric woven into our culture and Dew Tour.

CONNECTIONS
Through engaging experiences and authentic “always-on” content we facilitate meaningful and lasting connections to a powerhouse community of active, influential fans.
Anchored by world-class events, Dew Tour is elevated year-round with an Always-On content strategy engaging our fans every day. Leading with a social media first mindset, our property consistently entertains current and new fans.

During the event windows, we are streaming live on all major platforms, including YouTube, Facebook, and more, reaching an engaged audience of superfans. Pre and post-event, our content continues to reach a wider audience of sports fans through Tour and partnered digital platforms.
DIGITAL AND SOCIAL DEMOGRAPHICS

68% Male Audience

32% Female Audience

$79K Household Income

48% College Educated

69% Fans: 34 or Younger
2022 SUMMER EVENT SNAPSHOT

2021 YOUTUBE AVG WATCH TIME: 25+ MINUTES

40K+
EST. ATTENDANCE

33M+
EST. LIVESTREAM MINUTES WATCHED

4M+
EST. LIVESTREAM VIEWS

16M+
EST. TOTAL VIDEO VIEWS

4B+
EST. PR IMPRESSIONS

129M+
EST. SOCIAL MEDIA IMPRESSIONS

*PARK & STREET COMPETITIONS
*SHOP CHALLENGE COMPETITIONS
*ADAPTIVE PARK & STREET PRESENTED BY TOYOTA
*TWO DAYS OF DEW TOUR EXPERIENCE ONSITE FAN ENGAGEMENT
*DEW TOUR CONCERT
*VIP HOSPITALITY
SUMMER DEW TOUR
ONSITE DEMOGRAPHICS

FEMALE 43%
MALE 57%
UNDER 34 72%
35+ 28%

HOUSEHOLD INCOME
UNDER $75,000: 55%
OVER $75,000: 45%

CLASSIFICATION:
CAUCASIAN: 48%
HISPANIC: 30%
ASIAN: 10%
AFRICAN AMERICAN: 8%
OTHER: 4%
2022 WINTER EVENT
SANPSHOT

2021 YOUTUBE AVERAGE WATCH TIME: 29+ MINUTES

38K+ EST. ATTENDANCE
9M+ EST. LIVESTREAM MINUTES WATCHED
3.1M+ EST. LIVESTREAM VIEWS
10M+ EST. TOTAL VIDEO VIEWS
2B+ EST. PR IMPRESSIONS
101M+ EST. SOCIAL MEDIA IMPRESSIONS

*MODIFIED SUPERPIPE & STREETSTYLE COMPETITIONS
*TEAM CHALLENGE COMPETITIONS
*ADAPTIVE BANKED SLALOM PRESENTED BY TOYOTA
*TWO DAYS OF DEW TOUR EXPERIENCE ONSITE FAN ENGAGEMENT
*DEW TOUR CONCERT
*VIP HOSPITALITY
WINTER DEW TOUR
ONSITE DEMOGRAPHICS

3.8
Average # of people in the party

FEMALE 48%
MALE 52%

UNDER 34 57%
35+ 43%

UNDER $100,000: 45%
OVER $100,000: 55%
DEW TOUR PARTNERSHIPS
WHAT WE CAN OFFER
MARKETING OPPORTUNITIES

Onsite Integrations:
• Venue | Course Branding
• PA | Jumbotron
• App Push Notifications
• VIP | Hospitality

Custom Integrations:
• Competition Entitlement Opportunities
• Custom Branded Competition
• Custom Branded On-Course Features
• Computer GENERATED Course Previews
• Community Outreach
• Concert Series
• Art & Cultural Installations

Social Media / Dew Tour Channels:
• Facebook | Instagram | YouTube | TikTok | Twitter
• Amplification
• Targeting

Branded Video Content / Dew Tour:
• Digital, Social, Livestream, OTT Distribution
• Custom Branded Content/Episodic Video Production
• Branded Dew Tour Franchises
  • Aimless
  • Setups
  • Either/Or
  • On The Spot

Livestream Broadcast:
• Commercial Inventory
• Branded In-Show Features
• Dew Tour LIVE show Integrations
• Segment Entitlement (Ex. Replay)
• On-Air Branding and Mentions
• Influencer/ambassador integration

Digital Media / Dew Tour:
• ROS Standard Display
• High Impact Takeovers
• Custom Video Units
• Digital Articles & Newsletters
• Audience Targeting