

# 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

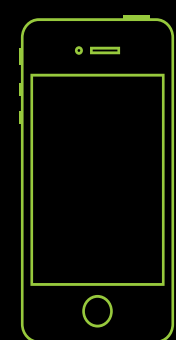
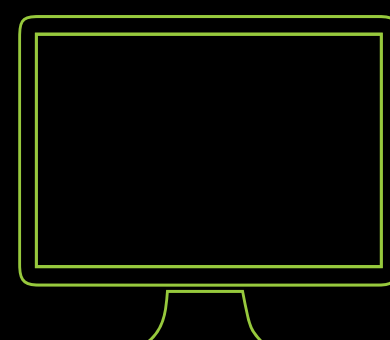
**Through engaging experiences and authentic “always-on” content we facilitate meaningful and lasting connections to a powerhouse community of active, influential fans.**





# MADE FOR TODAY'S MEDIA LANDSCAPE

SOCIAL FIRST | EXPERIENTIAL | LIVESTREAM | BRANDED CONTENT



QTY  
NTY

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





# 2023 WINTER EVENT SNAPSHOT

2022 YOUTUBE AVG WATCH TIME: 34+ MINUTES

**28K+**  
EST. ATTENDANCE

**9M+**  
EST. LIVESTREAM  
MINUTES WATCHED

**3.1M+**  
EST. LIVESTREAM VIEWS

**10M+**  
EST. TOTAL VIDEO VIEWS

**2B+**  
EST. PR IMPRESSIONS

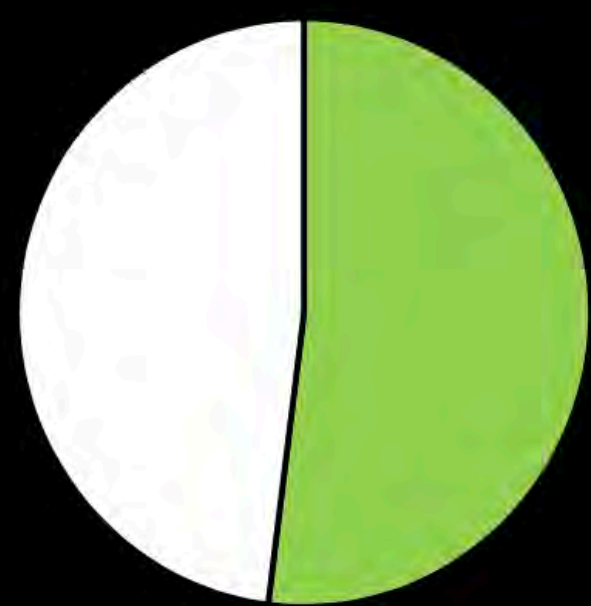
**50M+**  
EST. SOCIAL MEDIA  
IMPRESSIONS

- \*SUPERPIPE & STREETSTYLE COMPETITIONS
- \*THREE DAYS OF DEW TOUR EXPERIENCE ONSITE FAN ENGAGEMENT
- \*DEW TOUR CONCERT
- \*VIP HOSPITALITY



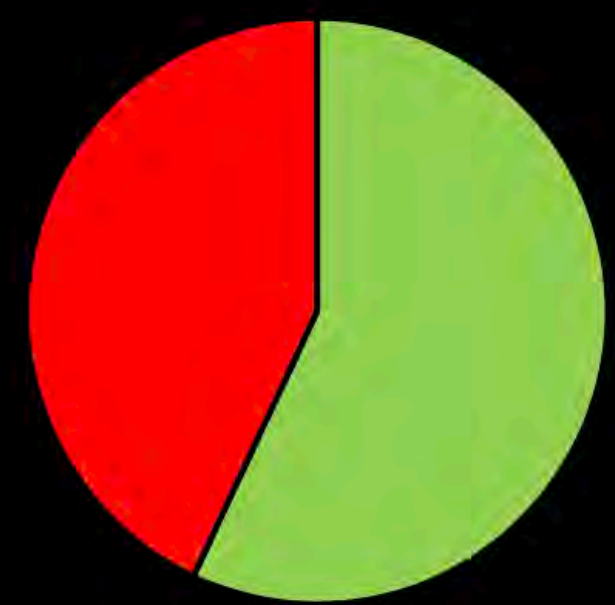


# WINTER DEW TOUR ONSITE DEMOGRAPHICS



**FEMALE**  
48%

**MALE**  
52%



**UNDER 34**  
57%

**35+**  
43%

**3.8**  
Average # of people in the party

**HOUSEHOLD INCOME**  
UNDER \$100,000: 45%  
OVER \$100,000: 55%





# 2023 SUMMER EVENT SNAPSHOT

2022 YOUTUBE AVG WATCH TIME: 34+ MINUTES

**25K+**  
EST. ATTENDANCE

**12M+**  
EST. LIVESTREAM  
MINUTES WATCHED

**3M+**  
EST. LIVESTREAM VIEWS

**14M+**  
EST. TOTAL VIDEO VIEWS

**1B+**  
EST. PR IMPRESSIONS

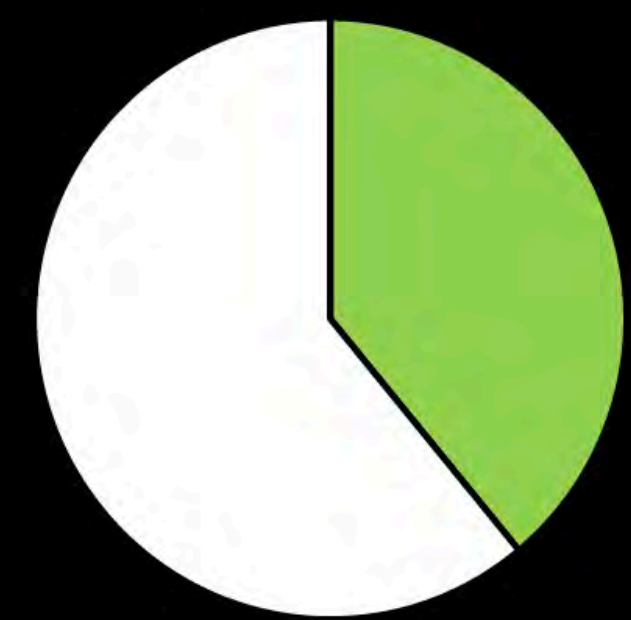
**45M+**  
EST. SOCIAL MEDIA  
IMPRESSIONS

- \*PARK & STREET COMPETITIONS
- \*SHOP CHALLENGE COMPETITIONS
- \*TWO DAYS OF DEW TOUR EXPERIENCE ONSITE FAN ENGAGEMENT
- \*DEW TOUR CONCERT
- \*VIP HOSPITALITY



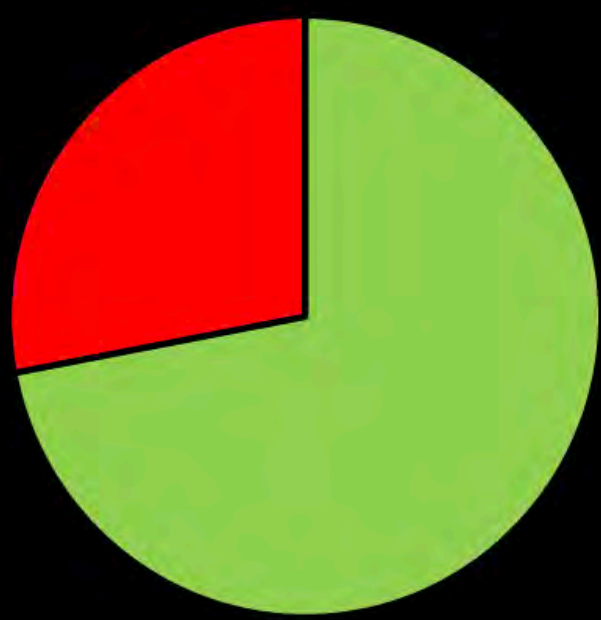


# SUMMER DEW TOUR ONSITE DEMOGRAPHICS



**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%





# DEW TOUR MEDIA PARTNERSHIPS

## WHAT WE CAN OFFER

# MARKETING OPPORTUNITIES

### Onsite Integrations:

- Venue | Course Branding
- PAs | 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

