



CRANKWORX



AGENDA



What is Crankworx?



Crankworx Purpose



Crankworx Impact



Crankworx Sponsorship



Benefits



Endemic vs Non-Endemic



Task



Questions

CRANKWORX



What is **CRANKWORX**



“Crankworx is the defining celebration of gravity mountain biking. It is a hub for an international community of mountain bikers, positioning itself as the place to ride alongside elite-level athletes on world-class terrain. With the advent of the Crankworx World Tour, it also showcases some of the best places to ride alongside the best riders in the world on the ultimate gravity-fed mountain biking adventure.”



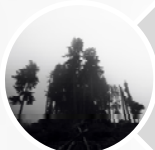
BRIEF HISTORY



Fourteen years in



Born out of the Summer Gravity Festival and
Joyride Bike Festival



Resort Municipality of Whistler, Tourism Whistler &
Whistler Blackcomb



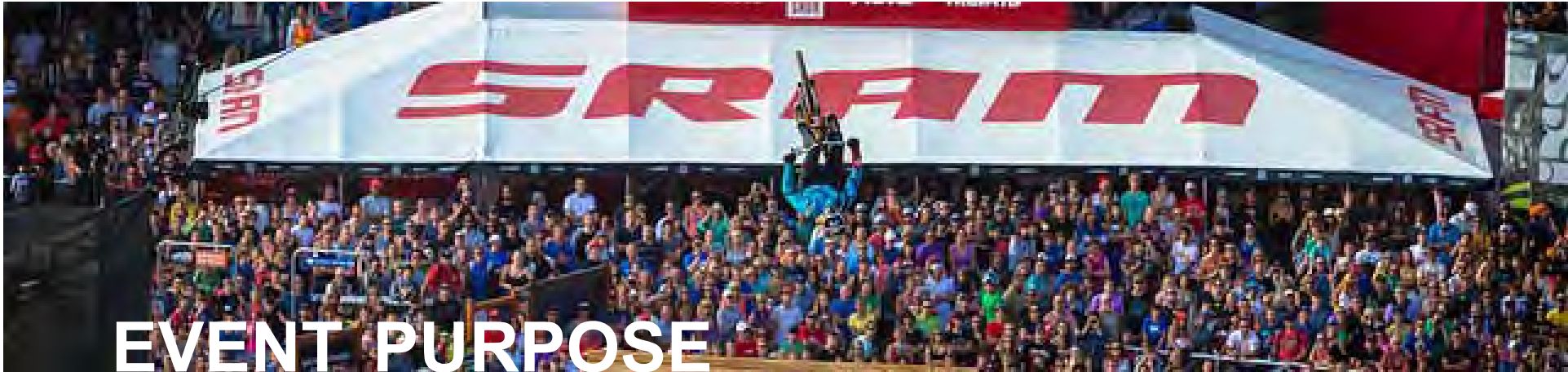
Winter Park, Colorado; Les 2 Alpes, France; Rotorua,
New Zealand; Les Gets, France; Innsbruck, Austria



Crankworx World Tour formed in 2015



CRANKWORX



EVENT PURPOSE

Tourism
Product

Drive visits /
Economic Impact

Resort Marketing

Sport
League

Grow the sport of
mountain biking
for our partners

Developing
Engaged Audience

Non Profit
Event

Strong ROI



CRANKWORX



400,000+ total attendance



Busiest weeks of the year in the resorts



12,000,000 webcast views



37,000,000+ highlight video views



Net Economic Impact in Whistler
of \$11,000,000

CRANKWORX



CRANKWORX REVENUE MIX

Media Rights

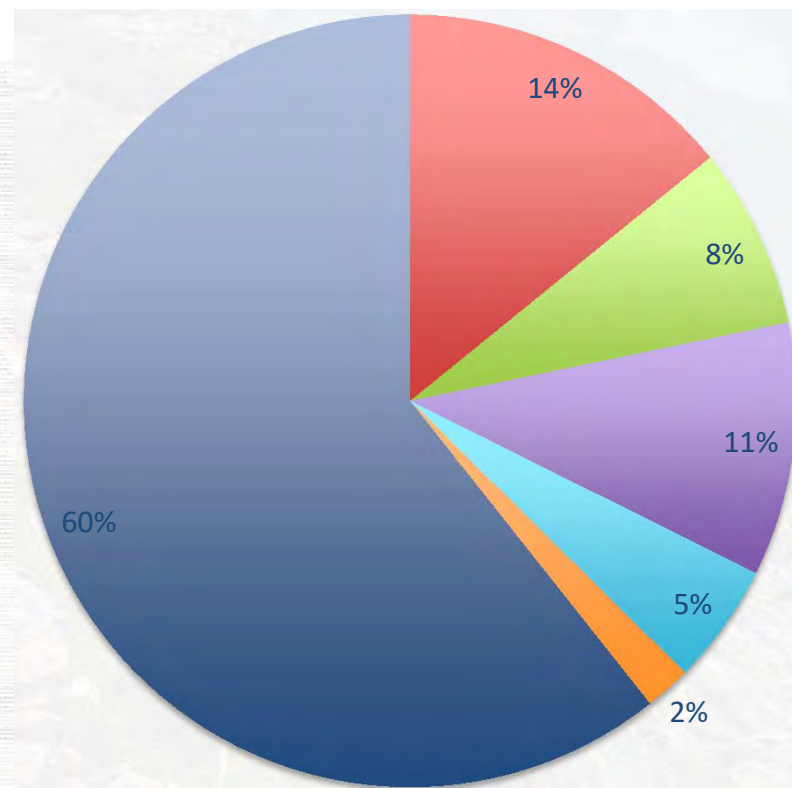
Licensing

Exhibitors

Registration

Government
Funding

Sponsorship



CRANKWORX

SPONSORSHIP TEAM

- Crankworx General Manager
- Sponsorship & Client Service Manager
- XMC Canada
- Sponsorship Digital Asset Manager
- Client Service Representatives
- Executive Producer / Event Consultant (Contractor) – media rights sales
- Exhibitor Sales person



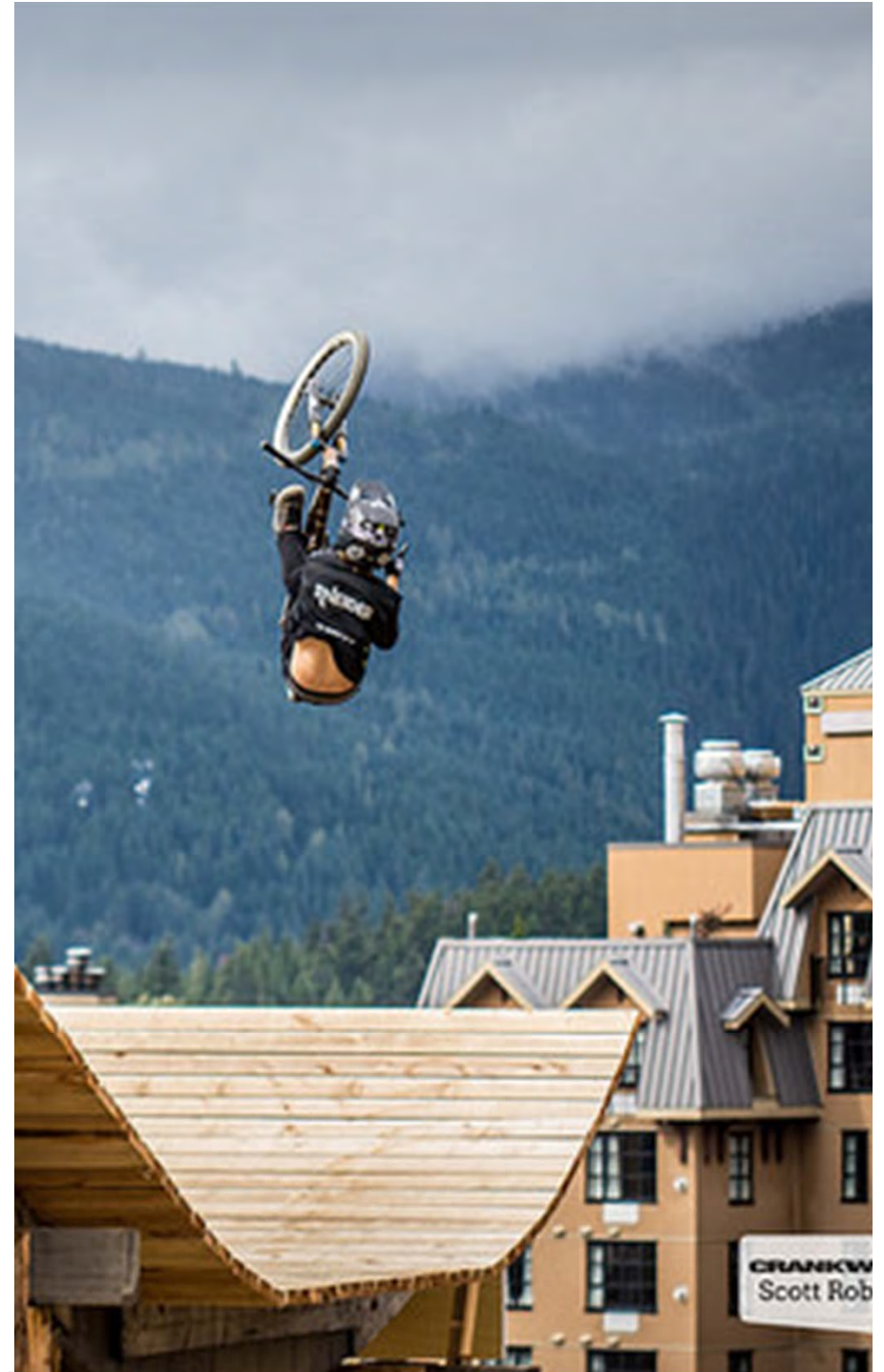
CRANKWORX

Two Categories of Benefits

Tangible Benefits

Intangible Benefits

CRANKWORX



Marketing Benefits



Commercial/Advertising
Benefits



Village/Course Branding



Exhibitor Booth (XM)



Tickets & Hospitality



Social / Digital



Data / Research

CRANKWORX

TANGIBLE



Prestige of Property



Category Exclusivity



Audience Affinity



Ability to Activate



Sponsor Clutter



Protection from Ambush



Media Coverage Potential



Established Track Record

CRANKWORX

INTANGIBLE



Experiential Marketing:

74% of consumers have a more positive perception of brand

98% more inclined to purchase

65% of marketers see a boost to sales

