



# ASPC EUROPEAN FORUM 2016

## Sport marketing and events' organization

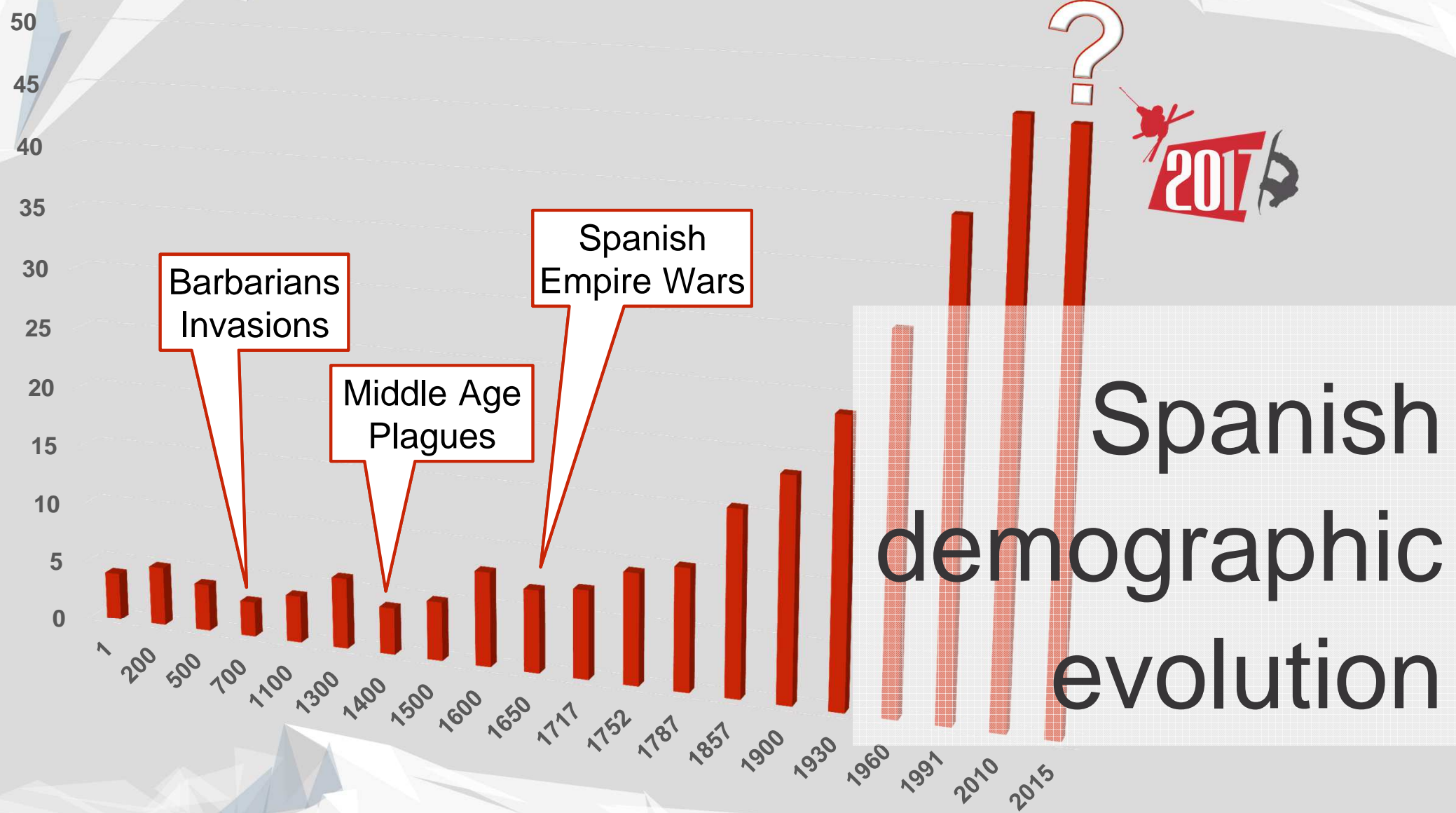


# Are we really willing to attract young people?

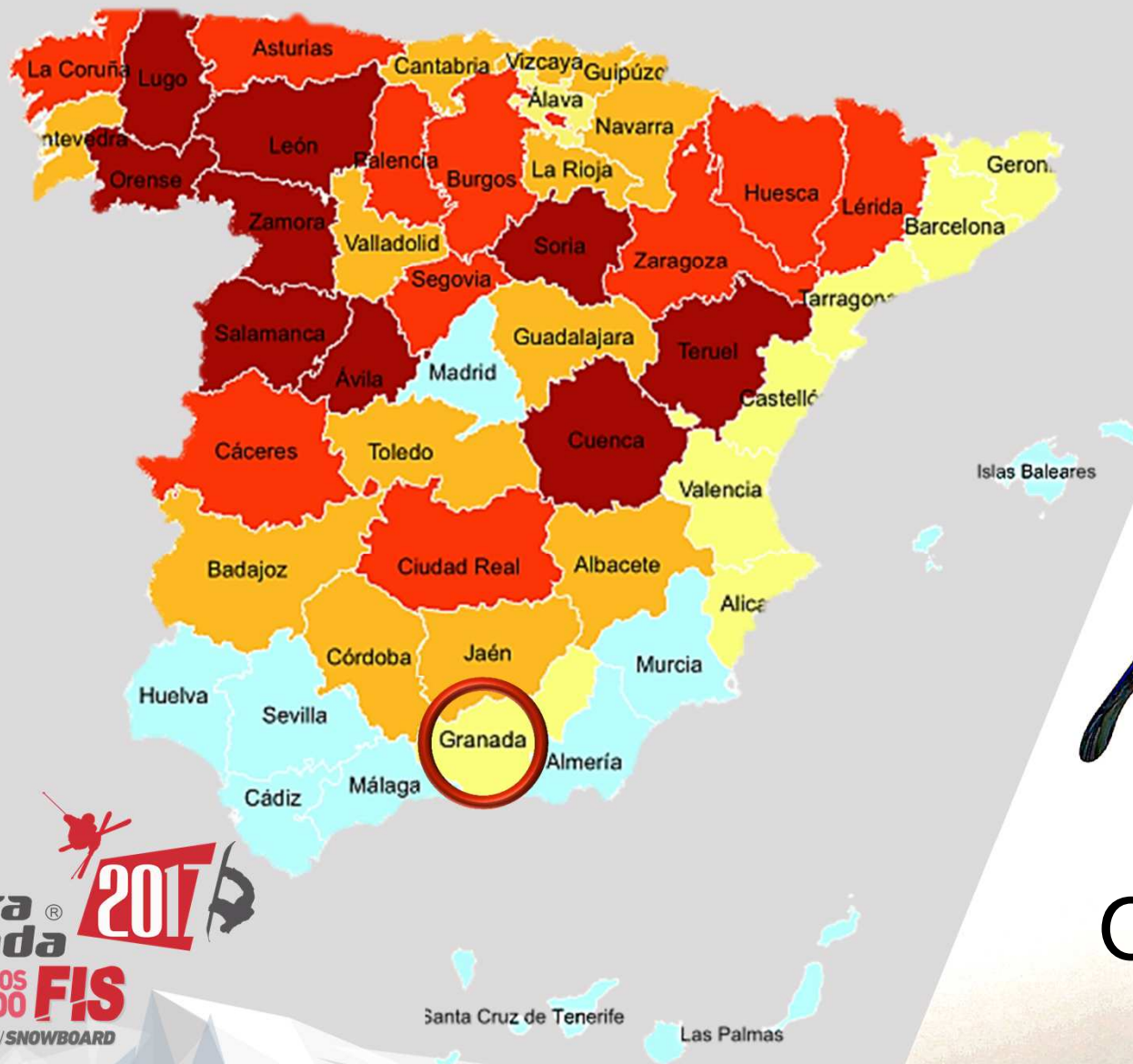


**sierra<sup>®</sup>  
nevada** **2017**  
**CAMPEONATOS  
DEL MUNDO FIS**  
FREESTYLESKI // SNOWBOARD









Older population  
percentage

M

W

sierra<sup>®</sup>  
nevada

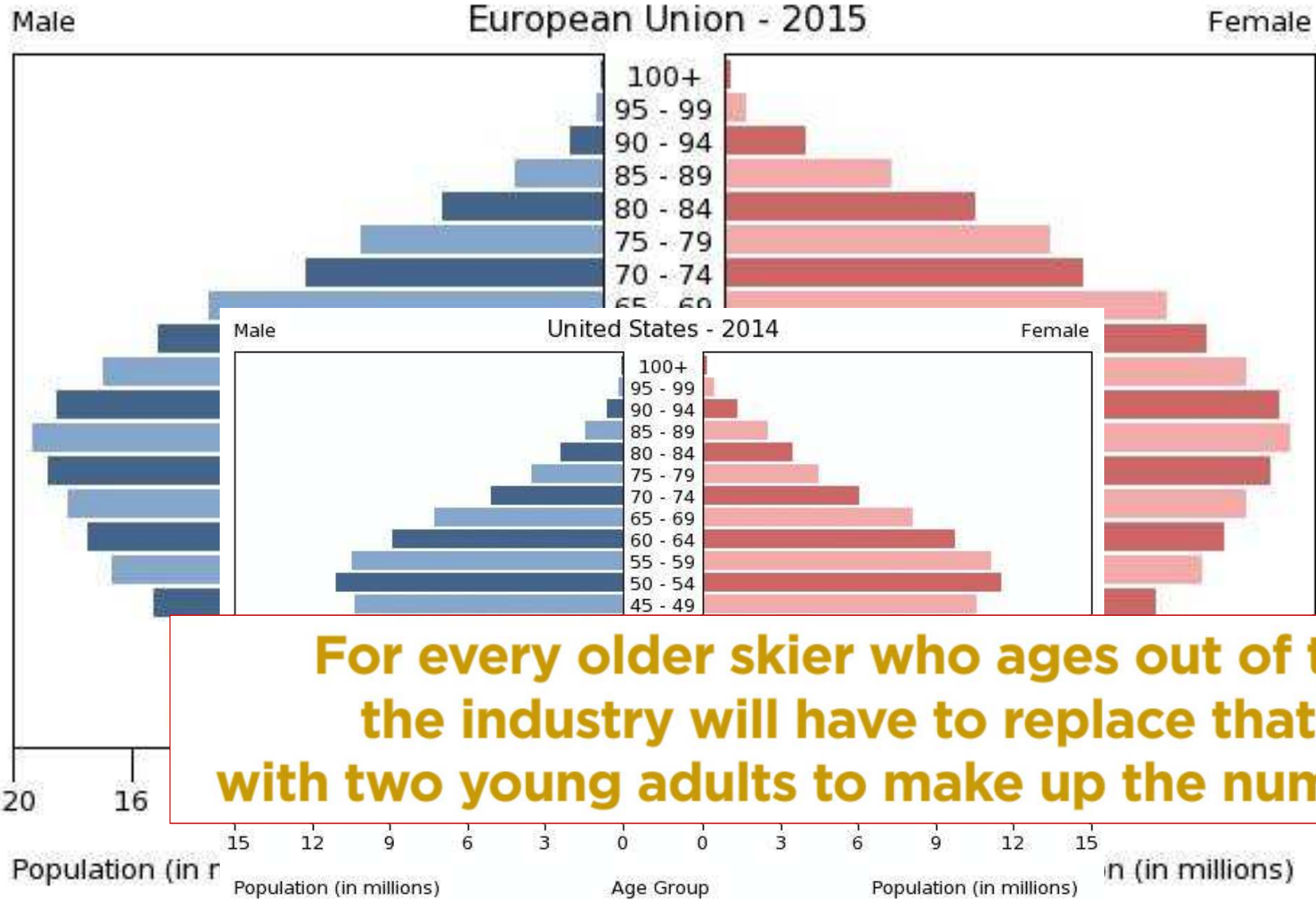
CAMPEONATOS  
DEL MUNDO **FIS**  
FREESTYLESKI//SNOWBOARD



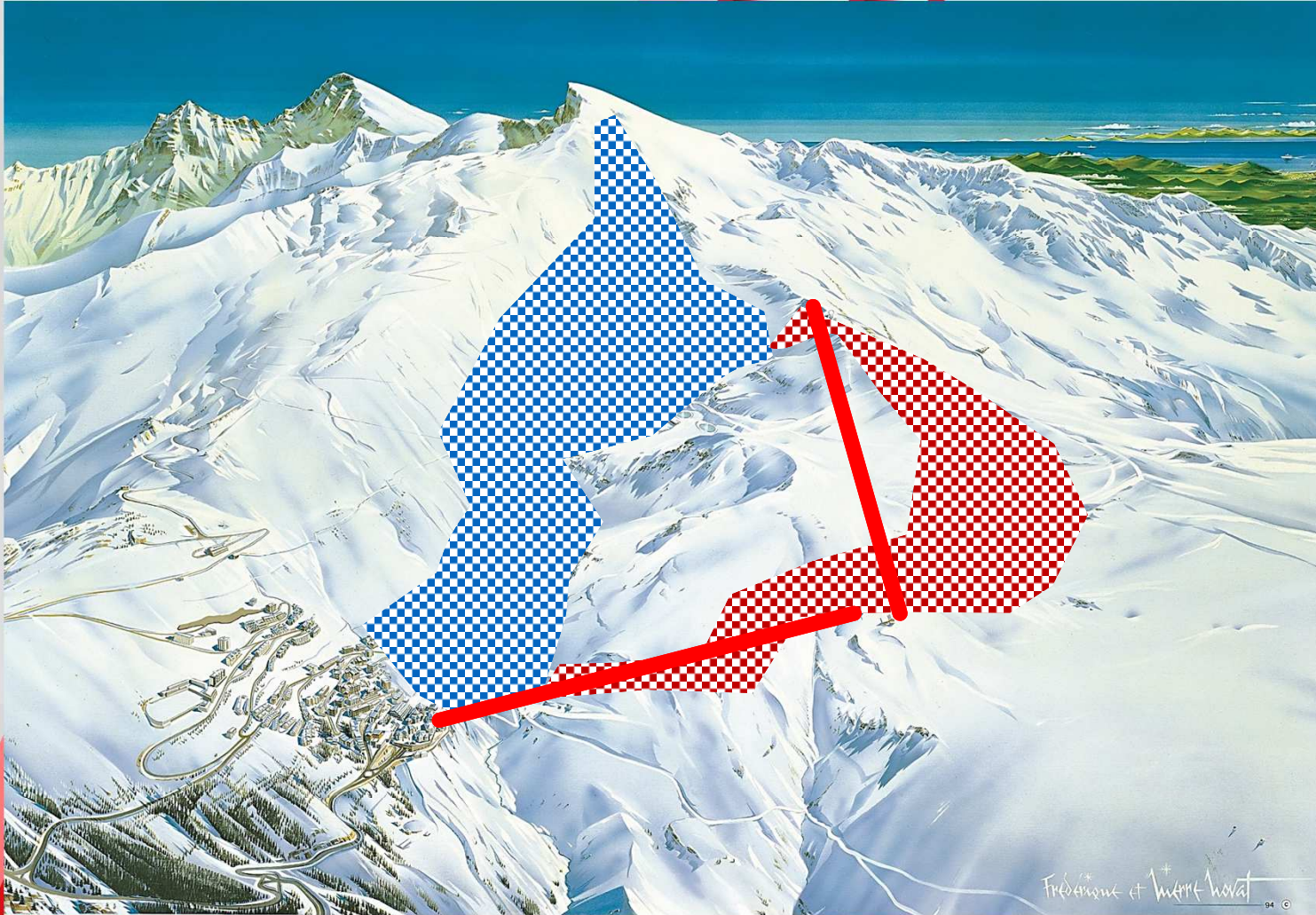
30

11

Population &  
customers







The Terrain Park  
should go from  
top to bottom of  
the lifts









# Road to Sierra Nevada





# Tax Relief system

**Media  
campaign**

With event's logo

**30,000,000€**

**Expected  
contribution in  
donations**

4,500,000 (15%) +  
500,000

**5,000,000€**

**Final cost for  
the sponsors**

90% Tax Relief  
(4,500,000)

**500,000€**

**Event of Relevant Public Interest**



# TV Media Campaign



...ive activo, muévete para estar sano. [www.habitosdevidasaludables.com](http://www.habitosdevidasaludables.com)

# Sponsoring



**10 Official  
Suppliers**

Race non TV relevant  
position. Hospitality.  
Marks. Non exclusivity

**350,000€**

**1 Presenting  
4 Race Sponsors  
1 Data/Timing**

Race TV relevant  
position. Hospitality.  
Marks. Exclusivity

**650,000€**

**Total expected**

Sponsors: 650,000€  
Suppliers: 350.000€

**1,000,000€**



Sponsoring

## MARKETING STRUCTURE

### PRESENTING



TV RELEVANT

**SKI / SB  
CROSS**

**SLOPE  
STYLE**

**BIG AIR /  
AERIALS**

**HALF PIPE**

**TBC**

**TBC**

**TBC**



**CAR SPONSOR**



**DATA SPONSOR**

**TIMING SPONSOR**

### NON TV RELEVANT: OFFICIAL SUPPLIERS





+



+



=

## Digital communication



SOCIAL MEDIA IMPACTS



## SOME POINTS TO HIGHLIGHT

Young people avoid traditional marketing

Competitions should foster relationships with an ecosystem of e-partners

Sports events should turn into an experiential scene on site and on line





Sierra  
Nevada  
promotes  
sports for  
the youth

Thank you



