

WE ARE HAUTES ALPES PRÉSENTS

PARTNER BOOK



OUTDOORMIX SPRING

Festival

EDITION
9

3/6 JUNE
2022



EXTREME SPORT AND MUSIC FESTIVAL

Become a partner of a world stage rising event

 outdoormixfestival.com /   outdoormixfest

Summary

- CONCEPT .2
- ATTENDANCE .3
- SPORTS .4
- MUSIC .5
- THE SPOT .6
- COMMUNICATION .7&8
- ACTIVATION .9
- VISIBILITY ON FIELD .10
- EXHIBITORS' VILLAGE .11
- CONTACT .12

CONCEPT

Ride and party

The Outdoormix Festival is an internationally known event combining action sports competition and music festival. Since its creation in 2013, this event has been able to maintain a strong growth curve, while preserving the satisfaction of its core target. From a core to a wider public satisfaction.

We Are Hautes Alpes (WE05) is a well-known association of general interest that has organized the Outdoormix Festival for the past 8 years, and the winter edition for the past 3 years. Its core values are promoting and developing the attractiveness of the region.



Les valeurs du festival

PERFORMANCE
CONVIVIALITY
ECO-CITIZENSHIP
DEMOCRATIZATION OF THE OUTDOOR ACTIVITIES
TERRITORY'S PROMOTION

Key Numbers

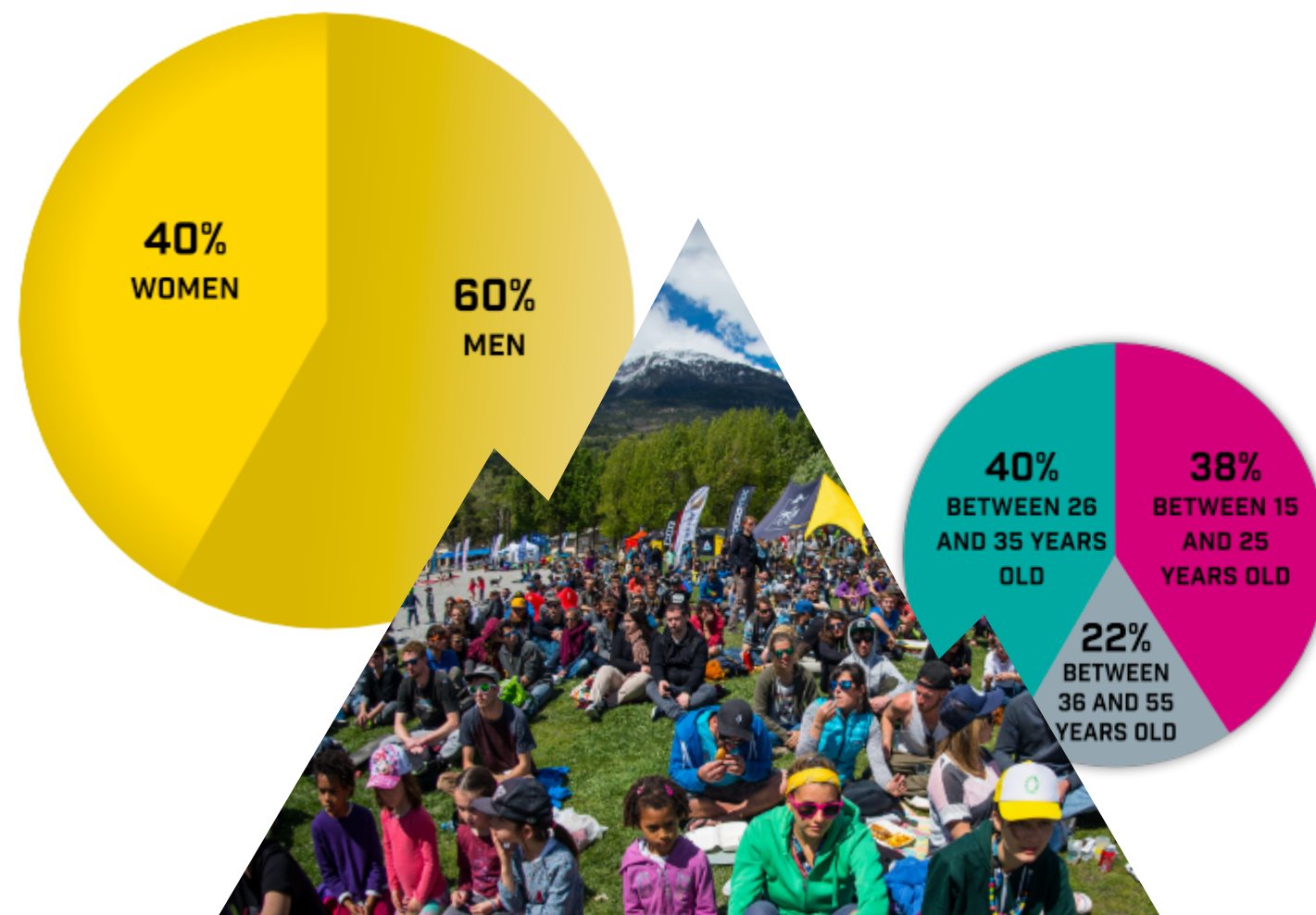
16 SPORT DISCIPLINES
1 000 ATHLETES
100 000 VISITORS
50 EXHIBITORS
3 NIGHTS WITH FREE CONCERTS
12 MUSIC GROUPS / ARTISTS

A Comitted event

- ✕ It is an eco-friendly event that integrates all possible solutions to reduce the ecological footprint in an organized manner.
- ✕ We support the causes that impact us: sustainable development, equal accessibility to sports (para-sport), eco-citizenship...
- ✕ Musical opening with a line up that speaks to anyone, promoting young artists of the local scene.

FRÉQUENTATION

Visitors members



Audience (média)

- 17 000 subscribers on Facebook
- 7 000 subscribers on Instagram
- 33 500 users on our website per year
- 175 000 views on web pages
- 105 000 views of the official aftermovie in 2019

SPORTS



**KAYAK
RIVER RUNNING**
Mass start
Boater X
Downriver FS



SLACKLINE
Trickline ISA
World cup
Waterline contest



**KITESURF
FREESTYLE**
Contest
KITEFOIL
Race



YOGA
Workshops



**DIRT MTB
& BMX**
FMB Silver Tour



**BMX
spine ramp**
European open



MTB DH
Open race



Paragliding
freestyle
démonstration



LONGBOARD
Freeride meeting
Slide Contest



CLIMBING
Open bloc contest



SUP RIVER
European
championships



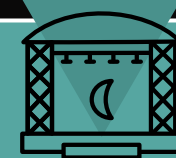
**FREE SPORTS
INITIATION**
kayak, SUP, VTT,
climbing, yoga,
longboard, e-foil,
parasport...

MUSIC



Musical opening with a line up that speaks to anyone, promoting young artists of the local scene.

Our concert program is strategically spread out over time to appeal to the greatest number of people; from young families to the most devoted festival-goer.



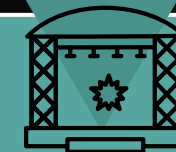
**1 NIGHT SCENE
OF 160 M²**



**12 ARTISTS
FOR THE 3 NIGHT**



**VIP CONCERT
ZONE 120 M²
ROOFTOP**



**1 SCÈNE
OF 60 M²**



**10 ARTISTES
FOR 4 DAYS**



**VIP CONCERT
ZONE OF
100 M²**

THE SPOT

- Longboard
- Slackline
- Dirt, BMX
- Jumpline
- Stand up paddle
- Kitesurf
- Pumptrack
- Concert area
- Climbing
- Freestyle kayaking
- Yoga
- Information point
- Restaurant
- Volunteers' restaurant
- Bar
- Toilets
- Podium
- Trash cans
- Parking
- Village entrance
- Waterline
- Camping participants, volontiers, festival-goer
- Rescue
- Buildings
- Exhibitors
- Street
- Pedestrian areas



COMMUNICATION

Production

- T-SHIRTS**
2000 pieces
staff, rider, VIP
- PROGRAM**
50 000 copies
distributed in the village
- STOP BUS**
400 copies
regional
- POSTER CAMPAIGN**
copies nationally
displayed
- FLYERS**
30 000 copies
nationally displayed
- Mensual NEWSLETTER**
- PRESS KIT**
200 copies
internationally displayed
- TV PRODUCTION**
4 clip for TV of
5 minutes

TV	5 channels, 3,5 millions of viewers
WEB	35 000 visitors
PRESSE	34 articles, 25 readers
RÉSEAUX SOCIAUX	200 000 people who see the publications
NEWSLETTERS	8000 contacts among our athletes, festival-goers, visitors and partners
RELATION DE PRESSE	Daily sending a personalized content (video / photo / text) during the entire duration of the event by the PR manager and the community manager

The broadcasting medias of the last 7 editions



COMMUNICATION

Partner

	SOFT FROM 2 000 €	MAJOR FROM 7 000 €	STRONG FROM 15 000€
YOUR TEAM	2	4	8
SPEAKER'S ANNOUNCEMENT	Daily	Regular	Intense
BANNERING / FREE SPACE	Minor 2 banners, 10 m of banners	IMPORTANT 5 banners, 50 m of banners	MASSIVE 15 banners, 75 m of banners
WEBSITE	Your logo in the page of partners and exhibitors	Your logo in the page of partners, exhibitors and sports	Your logo on the all website with home page
EXHIBITIONS BOOTH	9 m²	25 m²	50 m²
SOCIAL NETWORK	X	Namedrop + stories	Entire relationship (namedrop + stories + packshot + dedicate sport)
VIDEO PRESENCE	X	X	Aftermovie + teaser
PRINTING	X	Logo on all prints	Logo the all print + 1 advertising page in the programme
YOUR GOODIES IN WELCOME PACKS	X	For athletes and staff	100% (athletes, staff, press, VIP, professionals)
PRESSION RELATION	X	X	Press release
ADDITIONAL SERVICES ON REQUEST	<ul style="list-style-type: none"> Advertisement in the program Hotel Reservation Bigger booth 	<ul style="list-style-type: none"> Advertisement in the program Hotel Reservation Private party Packshot in aftermovie Additional banner Designation of sports areas Your logo on our goodies 	<ul style="list-style-type: none"> Hotel Reservation Private party Special aftermovie Special Guests Naming of sports areas Your logo on goodies

ACTIVATION

Marketing



ADVERTISEMENT OF A
HALF PAGE ON OUR
PAPER PROGRAM
(from 100€)



LINEAR
VISIBILITY
(from 1000€)



MARKETING GAME
FOR YOUR IMAGE
ON OUR SOCIAL
NETWORK
(from 1500€)



PRIVATE NIGHT /
MOMENT
(from 2000€)



NAMING OF
AN AREA
(from 10 000€)



PRODUCT
PLACEMENT
(from 500€)



SAMPLING
(from 1500€)



YOUR LOGO ON OUR
STAFF'S T-SHIRT
(from 2000€)



SHARING
BOX
(from 5000€)



CUSTOM
ANIMATION
(quotation
on request)

All prices are All Taxes Included.

VISIBILITY ON THE FIELD

	BANNER	BEACH FLAG	EXTRA VISIBILITY
BMX SPINE RAMP	2 x 20 x 1 m 2 x 8 x 1 m	4 on the ramp	8 logos painted on the ramp
DIRT BIKE ARENA	200 x 1 m	10 on receptions	Inflatable arch
SLACKLINE ARENA	20 x 2,5 m	8 on an area	X
KAYAK & SUP RIVER	50 x 1 m	6 on shore	8 buoys
BLOC CLIMBING	10 X 1 M	6 on an area	4 stickers 40x60 cm
LONGBOARD SLIDE SPOT	40 x 1 m	6 on the finishing enclosure	X
LONGBOARD ROAD	100 x 1 m	6 on the start	1 in the inflatable arch
CONCERT ZONE	100 x 1 m	X	X

FOR A NAMING SPONSOR, COUNT 80% OF THE AREA'S TOTAL VISIBILITY

EXHIBITOR'S VILLAGE

The exhibitor's village at the base of the mountain hosts about fifty different brands of outdoor equipment. At the heart of this exchange, it brings together our partner's stands, exhibitors, local commerce (reception, restaurants, bars...) and highlights all the sports represented during the festival. The public can discover a range of outdoor pursuits, introductions to many of them are available at the base of the mountain.

There are opportunities to promote products and services to an audience that corresponds to your own target audience.

	STAND ROOKIE**	STAND CLASSIC	STAND PREMIUM
TARIF	480 €	720 €	1440 €
MAXIMUM SIZE OF BOOTH*	9 m²	From 9 to 25 m²	From 25 to 50 m²
SPEAKER'S PRESENTATION	General presentation	Dedicated presentation	Dedicated presentation+ ITW
PASS VIP 3 NIGHTS	1	2	4

* Tents not provided OR extra charges for rentals

** Rookie offers are subjected to validation by our team. Very limited number. Reserved for companies less than 2 years old

**A PERSONALIZED SUPPORT IN THE CREATION OF YOUR BOOTH
TO MAKE IT A GOOD SPACE FOR EXCHANGE AND SHARE!**

They trusted us



CONTACT



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GLOBAL MANAGER
PARTNERS IN CHARGE

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facebook.com/outdoormixfest



instagram.com/outdoormixfest



linkedin.com/outdoormix



www.youtube.com/outdoormixfestival

Créa : www.alicesimonard.com

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