



# 2011 EVENT DIRECTORY



CONTENT THAT CONNECTS

[SOURCEINTERLINKMEDIA.COM](http://SOURCEINTERLINKMEDIA.COM)

## EVENTS REINFORCE YOUR REACH OF IN-MARKET BUYERS

### **OUR EVENTS PROVIDE:**

- Opportunities for sponsorship, product demos, & exhibits.
- Valuable exposure to consumers of all ages & demographics.
- Extended reach to millions more through our magazines & websites.
- Local & national media coverage.



## CONSUMER

### MOTOR TREND AUTO SHOWS

Motor Trend Auto Shows taking place in 22 cities across the U.S. from October – April annually. Participants include manufacturers presenting the latest models to hit showrooms, entertaining presentations/demos on clean fuel initiatives, and aftermarket & classic car exhibits by businesses local to the venue. All auto shows take place in a first-class setting, vary by the number of days (3 to 9 days), and provide participants unparalleled exposure to the media and the public. Thousands of in-market consumers attend each show day.

**ADVERTISING OPPORTUNITIES:** Floor space (autos), booth exhibits, product sampling, custom sponsorships. Visit [www.motortrendautoshow.com](http://www.motortrendautoshow.com) for full show season schedule and contacts.

**EVENT DATES:** Over twenty shows coast to coast — October– April Annually

**CONTACT:** Lisa Gelb — Director of Marketing & Sales

**PHONE NUMBER:** 248-594-2537



## MOTORCYCLE

### ENDURO CROSS

Off-road Motorcycles competing inside 7,000 — 14,000 seat arenas on extremely technical track filled with rocks, logs, sand and other crazy obstacles.

**ADVERTISING OPPORTUNITIES:** \$15,000, \$30,000 and \$75,000 sponsor packages are available (upper-level sponsors benefit from increased media and on-site exposure). Category exclusivity is available with \$30k+ sponsorships, as well as consumer product sampling and on-site promotion opportunities for sponsors.

**EVENT DATES:** August 13 — Everett, WA  
August 26 — Indianapolis, IN  
September 17 — Ontario, CA  
October 1 — Denver, CO  
October 22 — Boise, ID  
November 19 — Las Vegas, NV

**CONTACT:** Lance Bryson

**PHONE NUMBER:** 817-694-0125



### MINIMOTOSX

The largest indoor motorsports competition of its kind. With more than 600 registered riders in 2010 the event literally allows for mini bike enthusiasts to become part of the show.

**ADVERTISING OPPORTUNITIES:** \$5,000, \$10,000 and \$25,000 sponsorship packages are available (upper-level sponsors benefit from increased media and on-site exposure). Category exclusivity is available with \$30k+ sponsorships, as well as consumer product sampling and on-site promotion opportunities for sponsors.

**EVENT DATES:** May 6 — Las Vegas, NV

**CONTACT:** Lance Bryson

**PHONE NUMBER:** 817-694-0125



## INTERNATIONAL

### TUNER MEETS

Scheduled tuner car meets across the US bringing together enthusiasts who share a passion for their vehicles and lifestyle that comes with it.

**ADVERTISING OPPORTUNITIES:** \$5,000 sponsorship packages, product sampling and on-site promotions.

**EVENT DATES:** Schedule to be decided

**CONTACT:** Elliott Moran

**PHONE NUMBER:** 949-705-3162



### SUPER LAP BATTLE

Draws the best tuners in the US and across the globe in the sport compact market who battle it out on the track by competing for the best single lap time.

**ADVERTISING OPPORTUNITIES:** \$3,500, \$10,000 and \$60,000 and custom sponsorship packages available.

**EVENT DATES:** Schedule to be decided

**CONTACT:** Elliott Moran

**PHONE NUMBER:** 949-705-3162



### RIVALRY CHALLENGES

STI vs EVO: which one is the best? IAG customizes a rivalry challenge for you. Whether it's all motor vs turbo, you'll reach enthusiastic readers & buyers through these customized events.

**ADVERTISING OPPORTUNITIES:** Contact Elliott Moran for sponsorship opportunities.

**EVENT DATES:** Schedule to be decided

**CONTACT:** Elliott Moran

**PHONE NUMBER:** 949-705-3162



## LOWRIDER

### LOWRIDER TOUR

A series of annual interactive events designed to showcase the highly —distinguishable cars, music, and girls — the traditions of the Lowrider lifestyle. Also known as the "GO-LO Tour", the events reach strong Hispanic markets in major cities across the country, and features car competitions, live concerts, *Lowrider* models, celebrity appearances, vendor booths and product displays. A success for over 30 years, the Tour engages over 1 million readers, 120,000 spectators, and local media each year.

**ADVERTISING OPPORTUNITIES:** Sponsorships including: Presenting, Official, Main Stage, Bikini Contest, and custom sponsorships for every goal. Additional opportunities for integrated print support available.

**EVENT DATES:** May 15 — Arizona State Fairgrounds — Phoenix, AZ.  
July 10 — Denver Coliseum — Denver, CO.  
October 9 — Cashman Center — Las Vegas, NV.

**CONTACT:** Rudy Rivas

**PHONE NUMBER:** 949-705-3169



## ENGINE MASTERS CHALLENGE

An invitational competition, the Challenge puts 30 of the world's top engine-building teams against each other in a built-to-spec slugfest. Teams uncrate their engines at the event, and they're hooked up to dynos for raw horsepower and torque numbers.

**ADVERTISING OPPORTUNITIES:** Sponsorship opportunities: Presenting Sponsor, Official Product, Dyno-Run Streaming Video Web Site, Builder Banquet, Daily Event, Product Contingency and Built Product Use.

**EVENT DATES:** October 3 – 7 – University of Northwestern Ohio.

**CONTACT:** Ed Zinke

**PHONE NUMBER:** 949-705-3364



## HOT ROD POWER TOUR

More than 4,000 vehicles of all makes and performance models participate in this annual tour spanning 7 cities in 7 days, drawing over 64,500 spectators. As part of Tour-stop tradition, participants mingle with the industry's finest automotive performance companies in the midway and enjoy various Cruise Night activities hosted by a variety of Sponsors each night.

**ADVERTISING OPPORTUNITIES:** Presenting Sponsorship, Co-Sponsorship, Cruise Night Sponsorships for each day, Main Stage Sponsorship, Vision Screen Sponsorship, Dyno Challenge Sponsorship, GPS Route Sponsorship, Official Product Sponsorship, and Event Level Sponsorship. Custom-tailored sponsorship opportunities are also available.

**EVENT DATES:**

- June 4 – Cocoa Beach, FL
- June 5 – Valdosta, GA
- June 6 – Montgomery, AL
- June 7 – Nashville, TN
- June 9 – Indianapolis, IN
- June 10 – Detroit, MI
- June 11 – TBD

**CONTACT:** Jerry Pitt

**PHONE NUMBER:** 310-531-5082



## HOT ROD DRAG WEEK

Nearly 200 racers compete to be the best in various open-invitation classes. The competition runs for 5 days at 4 different tracks. Mid-week, racers are required to drive their competition vehicles without the aid of support vehicles, race at the next drag strip, then motor to the next city and be ready to race the next day.

**ADVERTISING OPPORTUNITIES:** Presenting Sponsorship, Track Day Sponsorship, Official Product Sponsorship, and Class Sponsorship.

**EVENT DATES:** Mid September 2010

**CONTACT:** Jerry Pitt

**PHONE NUMBER:** 310-531-5082



## CAR CRAFT SUMMER NATIONALS

Over 5,000 high performance vehicles and more than 30,000 spectators come together to see the pages of *Car Craft* come to life. Enthusiasts enjoy high-performance sponsors and vendors along the automotive midway, while burnout, brake-stop challenge, and dyno competitions let hardcore fans put their vehicles to the test.

**ADVERTISING OPPORTUNITIES:** Presenting Sponsorship, Co-Sponsorship, Official Product Sponsorship, Burnout Competition Sponsorship, Dyno Challenge Sponsorship, Brake Stop Challenge Sponsorship, Autocross Sponsorship, Bikini Contest Sponsorship, Event Level Sponsorship. Other custom-tailored sponsor opportunities are available.

**EVENT DATES:** July 16-18 — Minnesota State Fairgrounds in St. Paul, MN.

**CONTACT:** Jerry Pitt

**PHONE NUMBER:** 310-531-5082



## STREET RODDER ROAD TOUR

Each year since 1996, over 730,000 spectators and 200 participating cars witness a Street Rodder-commissioned, state-of-the-art street rod built by one of America's expert builders take a 20,000-mile test drive cross country. The rod's performance and incorporated products are tested and reviewed from construction of the vehicle to the end of the tour trail spanning 6 months. Intensive media coverage includes public events in tour stop cities, website updates, editorial & tech articles in *Street Rodder* & a Tour-dedicated special newsstand issue, various local media outlets, and a tech manual to be sold on Amazon.com. There's no better exposure to the world of street rod enthusiasts than the Street Rodder Road Tour.

**SPONSORSHIP OPPORTUNITIES:** Title Sponsor: \$82K, Presenting Sponsor: \$50K, Event Sponsor: \$18K, Retail Partner: \$15K, Official Product Sponsor: \$10K, Tour Leg Sponsor: \$3.5K

**EVENT DATES:** Eight week-long tours

**THE FLEETWOOD COUNTRY CRUIZE-IN TOUR:** May 27, 28, 29 — June 3, 4, 5

NSRA Mid-America Nationals — Springfield, Missouri to Fleetwood Country Cruize-in London — Ontario, Canada

**THE VINTAGE AIR TOUR:** June 11 — June 18, 19

Vintage Air Headquarters — San Antonio, Texas to LA Roadsters Father Day Show — Pomona, California

**THE GOLDEN SHINE TOUR:** June 20 — June 24, 25, 26

California Car Covers Showroom — Chatsworth, California to NSRA Rocky Mountain Nationals — Pueblo, California

**THE SYRACUSE NATIONALS TOUR:** July 9, 10 — July 15, 16, 17

Eastern Seaboard area to Syracuse Nationals

**SHADES OF THE PAST TOUR:** Sept 3, 4, 5 — Sept 9, 10

NHRA US Nationals — Indianapolis, Indiana to Shades of the Past — Pigeon Forge, Tenn.

**THE LOKAR MIDNIGHT TOUR:** Sept 11 — Sept 16, 17, 18

Knoxville, Tenn. to NSRA Nationals North — Kalamazoo, Michigan

**SHERM'S CUSTOM PLATING TOUR:** Sept 30, Oct 1, 2 — Oct 7, 8, 9

Los Angeles, California to NSRA Golden State Nationals — Sacramento, California

**NHRA HOT ROD REUNION TOUR:** Oct. 15 — Oct 21, 22, 23

Art Morrison Chassis — Fife, Washington to NHRA California Hot Rod Reunion — Bakersfield, California

**CONTACT:** Tim Foss

**PHONE NUMBER:** 714-939-2409



## TOP TRUCK CHALLENGE

Ten reader-selected trucks battle over 7 timed dirt stages: hill climb, mud pit, frame twister, tow test, obstacle course, and the dreaded tank trap. Closed to the public.

**ADVERTISING OPPORTUNITIES:** Exclusive product category sponsor: COST TBD. Exclusive category sponsors receive media impressions via print, web, DVD, and on Four Wheeler Television on The Outdoor Channel.

**EVENT DATES:** Early June 2011 — Hollister, CA.

**CONTACT:** Steve VonSeggern

**PHONE NUMBER:** 949-705-3179



## ULTIMATE ADVENTURE

Twenty (20) professionally-built 4x4's travel to a different region of the country each year to conquer 4-5 extreme trail systems over one week.

**ADVERTISING OPPORTUNITIES:** Official Product Sponsorship - Sponsors receive media impressions from magazines, websites, external websites, TV and DVD's, plus public attention generated by the tour at every stop. The true value for sponsor is product integration within an organic editorial setting – reaching viewers in a powerful, non-promotional fashion. Tier A: \$18,000; Tier B: \$10,000

**EVENT DATES:** July

**CONTACT:** Steve VonSeggern

**PHONE NUMBER:** 949-705-3179

**ULTIMATE  
ADVENTURE**



## DIESEL POWER CHALLENGE

12 trucks compete on 1/2 mile drags and 1/8th mile drags with 10,000lb. trailer, chassis dyno, sled pull, and fuel consumption road courses. Closed to the public.

**ADVERTISING OPPORTUNITIES:** Exclusive category sponsor: \$10K net. Sponsors receive media impressions via print, web, DVD, and on Four Wheeler Television on The Outdoor Channel.

**EVENT DATES:** May

**CONTACT:** Steve VonSeggern

**PHONE NUMBER:** 949-705-3179



## KATIN PRO/AM TEAM CHALLENGE

The "Katin" is an historic southern California surf event that partners with iconic Huntington Beach retailer Jack's Surfboards. The unique team format invites the brand participation of the surf industry providing a camaraderie not seen in any other competition. The event takes to the water for a two-day competition held within a 6-day waiting period at the north side of Huntington Beach Pier.

**ADVERTISING OPPORTUNITIES:** Title 1, Title 2, Presenting, Co-Sponsor

**EVENT DATES:** January 4–9 — North Side HB Pier, Huntington Beach, CA

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161

**SURFING**  
MAGAZINE



## SUPERPASS AM SERIES

Nationwide; East, Midwest, West. Contest held on a unique feature at a highly trafficked/ viewed area of resort (base lodge). Brands involved send pro riders along to ride//host/ judge each leg.

**ADVERTISING OPPORTUNITIES:** Title: \$15,000; Presenting: \$10,000; Co-Sponsor: \$5,000

**EVENT DATES:** January – March — Mt. Creek, NJ. Moonlight Basin, MT. Powder Ridge, MN. Waterville Valley, NH. Bear Mountain, CA

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161

**SNOW  
BOARDER.**  
MAGAZINE



## POWDER POLL & VIDEO AWARDS

The Powder Poll rewards Athletes as well as Artists (Photographers, Producers, etc.) for their achievements within the present year by their peers, fans, and *Powder Magazine*. The Show leverages the most compelling content from the sports top athletes and film producers and delivers this unique experience to the Powder audience over multiple media platforms.

**ADVERTISING OPPORTUNITIES:** Title: \$75,000; Presenting: \$45,000; Co-Sponsor: \$20,000.

**EVENT DATES:** January 29 — Jerome Hotel, Aspen CO

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161

**powder**  
THE SKIER'S MAGAZINE



## ONE HIT WONDER AM SERIES

Contest held on a unique feature at a highly trafficked/ viewed area of resort (baselodge). Brands involved send pro riders along to ride/host/judge each leg.

**ADVERTISING OPPORTUNITIES:** Title, Presenting, Co-Sponsor

**EVENT DATES:** March 5, March 11 — Seven Springs PA. Sierra at Tahoe, CA.

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161

**SNOW  
BOARDER.**  
MAGAZINE



## MS. SUPERPARK

Ms. Super Park is dedicated to showcase the world's best female riders on the world's best terrain created by the world's best park building teams. *Snowboarder* has been continually developing an event in support of women's snowboarding and the evolution of their sport. Ms. Superpark is the most highly acclaimed women's specific event in the snowboard industry. This invite-only affair affords the world's top female riders the opportunity to progress their riding skills. Each year these ladies push their level of riding to new heights.

**ADVERTISING OPPORTUNITIES:** Title, Presenting, Co-Sponsor

**EVENT DATES:** March 29 – April 1 — Mammoth, CA

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161

**SNOW  
BOARDER.  
MAGAZINE**



## THE LAUNCH

With The Launch, *Snowboarder* has taken this tried and true formula and opened it up to the Superpark standouts of tomorrow. If The Launch is any indication of where our sport is headed, than the sky is the limit. *Snowboarder Magazine* has created a comprehensive event and promotional package that will prominently place your brand in front of a rapidly growing group of potential customers.

**ADVERTISING OPPORTUNITIES:** Title: \$45,000; Presenting, Co-Sponsor: \$25,000.

**EVENT DATES:** April 5 – 8 — Keystone, CO

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161

**SNOW  
BOARDER.  
MAGAZINE**



## SURFER MAG SURF SHOP CHALLENGE

The shop challenge provides a fun, competitive format to the hardest of the hardcore-surf shop teams and is one of the most anticipated contest series of the year. Taking place as a 8 event series regionally around the US, the Shop Challenge is an annual opportunity for shops to put sales numbers aside and settle the score in the water.

**ADVERTISING OPPORTUNITIES:** Title1, Title 2, Presenting: \$30,000, Co-Sponsor:\$15,000

**EVENT DATES:** April 1 – September 12 — California, New Jersey, Hawaii, North Carolina, Florida

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161

**surfer**



## SKATEBOARDER MAKE-A-WISH FOUNDATION BENEFIT SKATE JAM

Skateboarder Magazine with help from DC shoes have developed an annual M.A.W. benefit in the Los Angeles area which carries over from the M.A.W. event that's been done in Houston, TX for years now. It is a professional skate jam with best trick contest and the winner gets to have the prize purse donated in his name to Make-A-Wish. Video feature for online and print feature for the magazine will follow the event.

**ADVERTISING OPPORTUNITIES:** Title 1, Title 2, Presenting, Co-Sponsor

**EVENT DATES:** April 16 — Stoner Park, Los Angeles CA.

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161

**Skate  
Boarder  
MAGAZINE**



## ROB MACHADO PRO JUNIOR EXPERIENCE

Rob brings an international field of top Junior professional surfers, local surf stars, and enthusiasts to Seaside Reef, Cardiff, California, to participate in a two day world class surfing event right in his backyard. This is the only Association of Surfing Professionals (ASP) Pro Junior in the San Diego market providing great spectator, community, and media access to the event. Rob's event also includes a golf tournament and an opportunity to align with local and national environmental/educational charity organizations.

**ADVERTISING OPPORTUNITIES:** Title, Presenting, Co-Sponsor

**EVENT DATES:** April 21- 22 — Seaside Reef, Cardiff, CA

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161

## 6.0 LOWERS PRO

The premier Southern California event on the 2011 Association of Surfing Professionals (ASP) World Qualifying Series (WQS) and the Junior Pro series positioned at the beginning of May, providing great spectator and media access to the different event elements, which include male professional surfing and daily evening promotions.

**ADVERTISING OPPORTUNITIES:** Title, Presenting: \$150,000, Co-Sponsor: \$75,000

**EVENT DATES:** May 3 – 7 — Lower Trestles, San Clemente, CA

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161

## SUPERPARK

Since 1997 *Snowboarder Magazine* has held an invite-only event with one focus: THE PROGRESSION OF SNOWBOARDING. Since its initial inception, 1997 *Snowboarder Magazine's* annual Superpark event has been the arena for the crème de la crème of snowboarding to showcase the evolution of our sport. *Snowboarder's* objective is to provide today's up-and-coming riders, as well as modern-day superstars the stage to legitimize themselves on the most progressive park features in the world, while world-renowned filmers and photographers are invited to document the action.

**ADVERTISING OPPORTUNITIES:** Title, Presenting, Co-Sponsor: \$25,000

**EVENT DATES:** May 3 – 7

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161

## RIP CURL GROMSEARCH

GromSearch is a 5 event amateur series developed to recruit top surfers into the pro ranks of the Rip Curl organization in a dynamic grass roots environment. The series culminates at a the world renown Rip Curl Search, a mobile World Championship Tour event. Supported in print/online by *Surfing*.

**ADVERTISING OPPORTUNITIES:** Title, Presenting, Co-Sponsor: \$10,000

**EVENT DATES:** May – November

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161

surfer 



 Grind Networks

SURFING  surfer



SNOWBOARDER.  Grind Networks  
MAGAZINE



SURFING  Grind Networks  
MAGAZINE



## ARNETTE ALL DAY ANTICS PRO JUNIOR

This Grade 4 Junior Pro kicks off the Junior summer season running just prior to the Surfing America USA Championships, Pier Pressure, and NSSA Nationals. The Arnette Pro Junior will be webcast live and draw a field of 80 junior professional competitors, including many of the world's best.

**ADVERTISING OPPORTUNITIES:** Title, Presenting, Co-Sponsor: \$15,000

**EVENT DATES:** June 4 – 5 — 54th Street, Newport Beach, CA

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161



## BIKE POLL & VIDEO AWARDS

The Bike Poll rewards Athletes as well as Artists (Photographers, Producers, etc.) for their achievements within the present year by their peers, fans, and *Bike Magazine*. The Show leverages the most compelling content from the sports top athletes and film producers and delivers this unique experience to the *Bike* audience over multiple media platforms.

**ADVERTISING OPPORTUNITIES:** Title 1: \$55,000, Presenting: \$35,000, Co-Sponsor: \$15,000

**EVENT DATES:** Voting July issue – Results December issue

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161



## INTERNATIONAL SURFING DAY

International Surfing Day was founded in 2004 to celebrate the sport of surfing and raise awareness and support for our world's beach and coastal environments. Since it's humble beginnings International Surfing Day (ISD) has grown into a global phenomenon – with over 100 event locations worldwide (including 65 events in the United States alone). International Surfing Day is the ideal viral way to align with environmentally conscious surfers and ocean lovers. There are no seating capacity and there are no parking issues. International Surfing Day is as big as we make it.

**ADVERTISING OPPORTUNITIES:** Title, Presenting: \$80,000, Co-Sponsor: \$40,000

**EVENT DATES:** June 20 — International

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161



## SIMA SURING AMERICA USA CHAMPIONSHIPS

Bring the Official USA Championships for the sport of amateur surfing in to the homes of fans, family, and friends. This is an invitation only event that crowns the undisputed USA National Champions under the age of 20. The 2012 PacSun USA Surf Team will be announced immediately following this event.

**ADVERTISING OPPORTUNITIES:** Presenting, Co-Sponsor: \$40,000

**EVENT DATES:** June 21-24 – Lower Trestles, San Clemente CA

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161



## HB PIER PRESSURE

The biggest stand alone pro junior of the summer positioned back to back between the SIMA Surfing America USA Championships and NSSA Nationals leading into the July 4 weekend. Put your brand on the beach during one of the busiest weekends of the summer.

**ADVERTISING OPPORTUNITIES:** Title: \$75,000, Presenting: \$40,000, Co-Sponsor: \$20,000

**EVENT DATES:** June 25-26 — South Side HB Pier, Huntington Beach, CA

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161



**SURFING**  
MAGAZINE  
**surfer**



## NIKE 6.0 NSSA NATIONAL CHAMPIONSHIP WEBCAST

Bring the largest surf organization for the sport of amateur surfing in to the homes of fans, family, and friends on one of the busiest summer weekends of the year. This prestigious event crowns the organizations National Champions across 8 divisions and is considered a right of passage into the professional ranks.

**ADVERTISING OPPORTUNITIES:** Presenting, Co-Sponsor: \$20,000

**EVENT DATES:** June 28 – July 2 — Huntington Beach Pier, CA

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161



**SURFING**  
MAGAZINE  
**surfer**



## AMERICA'S NEXT TOP PRO MODEL

In America's Next Top Pro Model two dozen of snowboarding's top pros put their pro models through the paces in six disciplines to determine whose board can't be beat. On-snow events include Longest Railslide, Highest Ollie, Chinese Downhill, Spin to Win, and Biggest Halfpipe Air with the contest concluding with a charity auction at the Windells camper sale to determine the most valuable pro-endorsed deck.

**ADVERTISING OPPORTUNITIES:** Title: \$40,000, Presenting: \$20,000, Co-Sponsor: \$10,000

**EVENT DATES:** July 15-17 — Mt. Hood, OR

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161



**SNOW**  
**BOARDER**  
MAGAZINE



## QUICKSILVER NEWPORT SURFING CHAMPIONSHIPS PRESENTED BY JACK'S

Currently scheduled to run as a two day recreational event, the 22nd. Annual Pro-Am runs at a key Southern California venue, 54th St. Newport Beach. Through the support of the City, we are able to run professional and amateur surf event, reaching the communities of Newport Beach and Corona Del Mar which is scalable and can upgrade to include ASP divisions.

**ADVERTISING OPPORTUNITIES:** Title: \$40,000, Presenting: \$20,000, Co-Sponsor: \$10,000

**EVENT DATES:** September 24-2 – 56th Street, Newport Beach, CA

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161



**SURFING**  
MAGAZINE  
**surfer**



## SKATEBOARDER SUNSET RAMPAGE PRESENTED BY MATADOR

Top pro skaters compete pool side at one of LA's iconic hotels for \$5,000 in cash and media coverage in Skateboarder magazine. VIP's kick-it on the pool deck and watch the action unfold in an exclusive party environment.

**ADVERTISING OPPORTUNITIES:** Title, Presenting, Co-Sponsor: \$10,000

**EVENT DATES:** September 27 — The Standard Hotel, Hollywood, CA

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161



## OAKLEY WORLD PRO JUNIOR

The top men's and women's junior surfers from around the world to compete for the richest prize purse (\$95,000) for any junior event on the wave rich shores of Bali. The OPJ World Pro Junior is part of a two event series that determines the Association of Surfing Professionals (ASP) Junior Champions.

**ADVERTISING OPPORTUNITIES:** Title, Presenting: \$40,000, Co-Sponsor: \$20,000

**EVENT DATES:** October 1-12 – Keramus, Bali

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161



## O'NEILL COLD WATER CLASSIC

Since 1987, the O'Neill Cold Water Classic has been Northern California's Premier professional surfing event held at Steamer Lane in Santa Cruz. Now, Santa Cruz is the culmination of a 5 event international Cold Water Classic Series delivering over \$300,000 in prize money.

**ADVERTISING OPPORTUNITIES:** Title, Presenting: \$150,000, Co-Sponsor: \$75,000

**EVENT DATES:** October 18-23 — Steamer Lane, Santa Cruz CA

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161



## SURFER POLL & VIDEO AWARDS

The biggest night in surfing, the 39th Surfer Poll & Video Awards rewards Athletes as well as Artist (Photographers, Producers, film makers etc.) for their achievements within the present year by their peers, fans, and *Surfer Magazine*. The Show leverages the most compelling content from the sports top athletes and film producers and delivers this unique experience to the *SURFER* audience over multiple media platforms. With the generous support from the Surf industry, Surfer Poll also provides \$20,000 in charitable donations to designated charities each year.

**ADVERTISING OPPORTUNITIES:** Title, Presenting, Co-Sponsor: \$25,000

**EVENT DATES:** December 5 – North Shore, Oahu, HI

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161



**AFTER HOURS SHREDDING**

Ride all night for charity on a private lift and trail packed with features exclusive to Shred-a-thon teams. Live music, video premieres, 2012 product demos and giveaways, skateboarding, food, energy drinks and all night action.

**ADVERTISING OPPORTUNITIES:** Title: \$20,000, Presenting: \$15,000, Co-Sponsor: \$5,000

**EVENT DATES:** Dec 19 — Mountain High, Wrightwood, CA

**CONTACT:** Sean Nielsen

**PHONE NUMBER:** 949-325-6161

