



ALL-ACTIONSPO RTS.COM

**SUMMER
2010**

Event Series RECAP

For press, partner or general inquiries

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All-Action Sports 2010 Summer Event Series Recap!

Summer is winding down and we just wrapped our last formal event The Mid Week Wake Up Finale. Our finale featured the AAS team riders booting over the Mitsubishi Ralliart car on a barge off the Monster Energy Kicker Ramp, but more on that later...

We are All-Action Sports (www.all-actionsports.com) a fast maturing component of Lightning Man Promotions Ltd. (www.lmpltd.net) since 1989. All-ActionSports.com is a partnership between grassroots event promoters, marketers, athletes, supportive brands and retailers, but most importantly participants and fans of actions sports.

Our Mission is 1, 2, 3:

1. Nurture a community where anyone can participate and share their action passion at any skill level, age, gender or adrenaline rush of choice, find out information on events, places to participate, where to get gear, but most of all push for progression and cross pollination. No matter what kind of board you ride, bike, 4-wheeler, other contraption or if you like to jump from perfectly good airplanes, THIS IS THE PLACE FOR YOU!
2. Provide marketing and logistical resources to support brands, retailers, promoters, athletes (pro and amateur) across the country and compile, organize and disseminate information on all action sports in water, snow, dirt, skate etc. from any appropriate source.
3. Directly produce and assist other entities in producing and marketing action sport and associated lifestyle events and tour stops.

All-Action sports is rolling through it's third year and is fast becoming a juggernaut of activations and credentials in its short life and is fueled by 15+ years of innovative lifestyle marketing and activation experience from Lightning Man Promotions Ltd. and its constellation partners.

As you read below, you will find the results of our best season ever, cementing the fact that we accomplished our mission above and continued to evolve.

Please read on....

Words: Tony Duffy Images/Design: Eamon Madigan - Additional images: Lisa Roller and Ryan Caster



We started knocking on doors and looking for fitting partners and sponsors late last winter. After tons of pitches, meetings and maybes, we netted out with support that fit perfectly with our mission. First, our cornerstone partners, Chicago MasterCraft, Liquidsports Online and Raging Buffalo all signed back on to provide the tow boats, gear and entry level instruction that are the pillars of our family participation wakeboarding experiences. Additionally, the guys from 4d5w Brand support committed for design and web/digital support (again). Then, City Beverage came to the table with massive support from their distributable line up including Bud Light (for the grown-ups) and Monster Energy! which has proven to be an ever evolving and growing relationship as we continue to discover ways to mutually benefit them and their brands, Unleashing the Beast! Lastly, Legacy Marketing Partners signed on with their Mitsubishi Motors: What are you into? Gen M program to support our series and align their program with our niche "active fanatic" lifestyle proposition giving their teams lots to talk about as they inspired us to get creative throughout the season with raffles, contests and ultimately our Finale team stunt! Mitsubishi Motors fleet line up truly offers a vehicle for every phase of an active life (just like ours and yours).

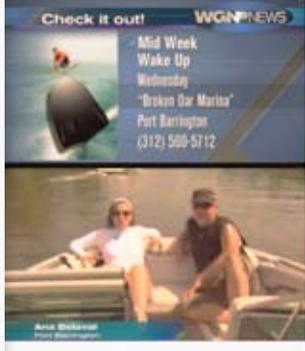
WHAT ARE You into?



The 2010 Event Series in a nutshell... The Chicago MasterCraft Mid-Week-Wake-Up Series

Every Wednesday, all summer long! In its fifth year, The M-W-W-U is a destination for families and enthusiasts of water sports from throughout the Chicagoland, Southern Wisconsin and Northwest Indiana area to convene and ride behind the best tow boats on water (MasterCraft www.chicagomastercraft.com) and ride the best gear available in the water sports/wake disciplines courtesy of www.liquidsportsonline.com for.....Free! CMC launches several boats with highly experienced operators and coaches, LS outfits the riders with demo gear on the spot and riders of all ages and ability are provided a free pull and lesson. It is not uncommon for us to have 200-400 people each week and 100+ riders participate on a given Wed. Never rode before? Not a problem www.ragingbuffalo.com provides comprehensive beginner/intermediate instruction on site as well for.....free.

Starting with fundamentals on land and then by boat all but guaranteeing a successful first try! This all happens on the Fox River at The Broken Oar www.brokenoar.com that provides a great backdrop of music, delicious menu and comfortable surroundings for all with ample parking for vehicles and boats. We also played host to action sports film releases, pro clinic tours and host live entertainment throughout the series. This season you saw some of the top athletes in the sport and region visit as we moved through the season with big trick and big crash demos at dusk! Mother nature shut us down with a flooded river for a couple weeks but we came back strong! Our season finale saw a huge crowd with the AAS team riders hitting the Monster Kicker Mitsubishi Car Jump in our final Session along with streetbike stunt riders in the lot! An epic way to wrap the season!



River Games 2010 ran JULY 16-18, 2010

with heat indexes well into the 100's. After a hugely successful inaugural event in 2009, the second year proved to be bigger, stronger and faster even with the searing heat. River Games is held at Heritage Harbor Ottawa! www.heritageharborottawa.com co-sponsored by Quest Watersports and Chicago MasterCraft, participants numbered in the hundreds again – out for free pulls behind MasterCraft boats, camping, food, fun, and an midday “Air and Water” show. The die-hards arrive Friday evening and either camped on site at Heritage Harbor, stay in the marina on their boats, or live it up aboard a luxury cruiser via Heritage Harbor’s “Boat and Breakfast” program. Ski, wake and surf coaching and pulls were the main activity through the day on Saturday – along with great food & beverages provided by Crawdad’s Bar & Grill. The day’s activities are launched from a floating platform anchored off Heritage Harbor’s east peninsula, which supports a constant flow of participants cycling onto several MasterCraft boats underway throughout the day. The backdrop is a gorgeous, unspoiled stretch of the Illinois Waterway bounded by trees and stone cliffs. Riders young and old as groups and families enjoy this fantastic event – whether a first timer, new to the sports or seasoned vets looking to push the envelope just a bit more. A live radio remote, local news film crew and a few photographers were on hand to capture the event again this year for general press and sport specific outlets.



Please Read On...

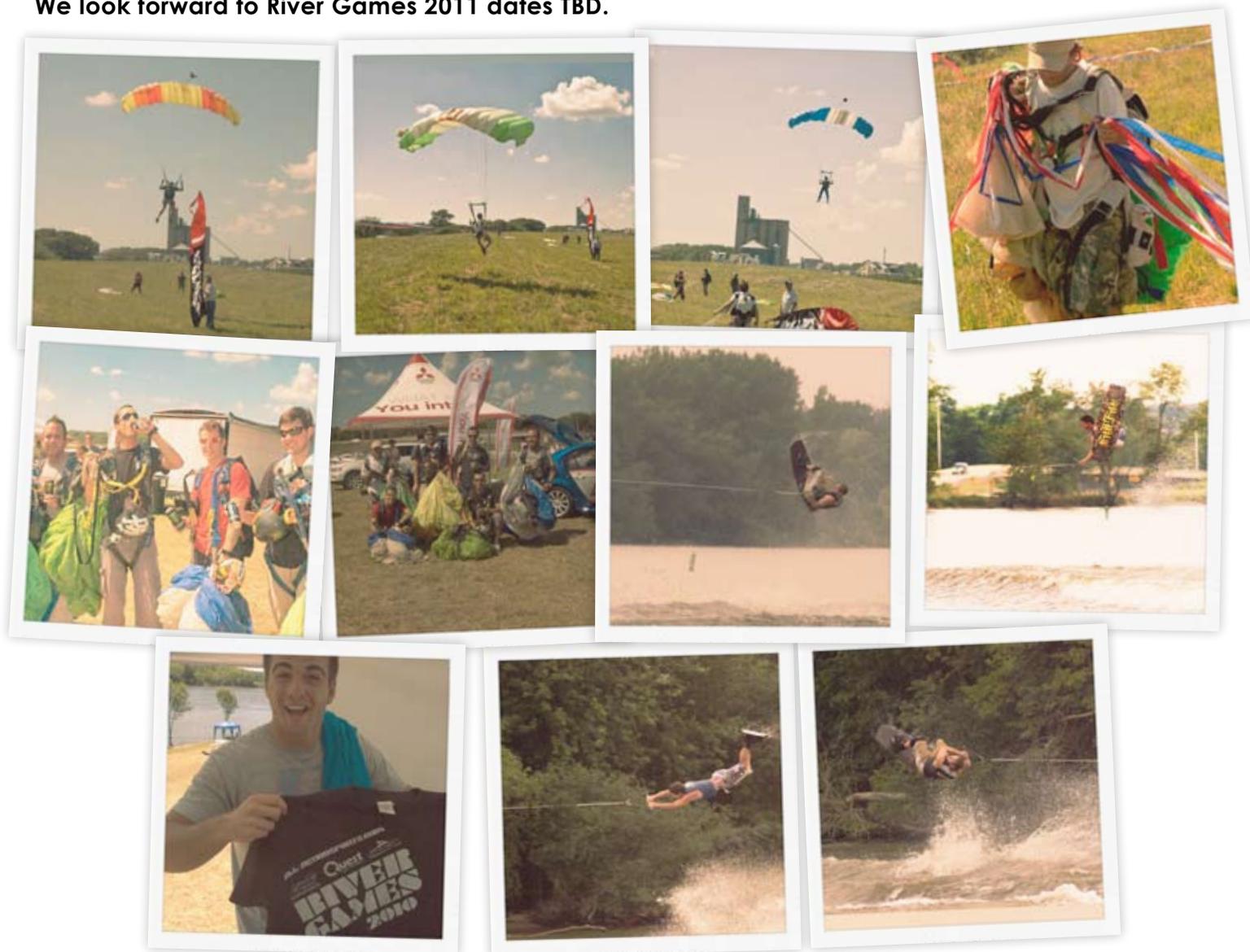




River Games 2010 (cont.)

Mid afternoon we disrupted the participation event and shift gears for a demonstration riding exhibition courtesy of the all-actionsports.com team riders showing everything from barefoot tricks to wake surfing which closed with some serious double-ups behind the Monster wrapped MasterCraft X-45! Then for the Finale, www.skydivechicago.com team skydivers dropped in to wrap the show! Free riding resumed and we played on the water till dusk. As day turned to night everyone enjoyed the band and bonfire at Crawdad's and the campground. We thank our new partners this season that made up the concourse of land based activities, freebies and interaction including Monster Energy, Mitsubishi Motors, Rock Adventure, Illinois River Adventures, Wakeboard Chicago, Raging Buffalo, Bill Walsh Auto Group, Starved Rock Harley Davidson, Bud Light and Echo Bluff.

We look forward to River Games 2011 dates TBD.



Our other events this season: Our team and partners were fortunate to also support the activation efforts of others throughout the season and region including:

The Blarney Island Boat Races and Boat shows where we provided promotion boats, free instruction and demonstration riding at several events

Fun on the Fox Parties where we provided promotion, demonstration riding to compliment the party.

Ladies Only with Laura Lohrmann We assisted 10yr. Pro Veteran and AAS team rider Laura Lohrmann with her ladies only wakeboard learning experiences.

Snug Harbor Wakeboard Tuesdays where we partnered in to handle our MWWU overflow and provide free instruction and pulls behind our MasterCraft boats along with several other Marina dealers and manufacturers.

Monster Energy Lake Manteno where we provided multiple boats, instruction and demonstration riding for this key season sponsor and partner event.

Nike 6.0 BMX Open at Soldier Field We were secured by Allisports.com to assist in promotion and marketing of this marquis national tour contributing to their season high 28,000 attendance over the three day activation.

AGA Summer Series We partnered with the guys at Adrenaline Games to assist in promoting their summer series across the region in skate and BMX stretching our reach and theirs.



In total, we directly produced or assisted in producing 24 events this season with total impressions of over 100,000 people live, press and digital (millions if you count the TV coverage)!

Our biggest season yet!

A huge thanks to our sponsors and partners for making this great season possible! Monster Energy, Bud Light, City Beverage, Mitsubishi Motors, Legacy Marketing Partners, Chicago MasterCraft, 4D5W, Raging Buffalo, Liquid Sports, all our host venues and event specific partners, along with the great press outlets that covered us this season!

Most importantly, we thank ALL the folks that came out live and in person and have supported us and our parnters in the virtual world!

Lastly but definitely not least, we have to thank our small army of passionate folks that volunteer their time to make our events come to life. Athletes, enthusiasts, photographers, videographers, Mom's and Dad's. There are too many to mention but you know who you are, thank you! See you all for fall/winter all-actionsports.com events and next summer season of course!

Please check out our video channels at www.all-actionsports.com to see our season highlights, press reel and unique offerings from our videographers and partners. Join us at:

[allaction sportsnow@facebook](#)

[all-actionsports@facebook](#)

[@twitter/aasnow](#)



ALL-ACTIONSPO RTS.COM 2010 SUMMER SERIES IMPRESSIONS
 3 MONTH SERIES JUNE- AUGUST
 SPONSOR/PARTNER LOGOS AND NAME MENTIONS

Company	Medium	Reach	Notes
all-actionsports.com	website	5540	Unique visitors with average visit of 2.5 min. clicking through
All-Actionsports.com	email campaigns	49,000	Across 5 campaigns all partners (note we are still requalifying thousands of emails from our combined lists under one email) program
All-Actionsports.com	Facebook fan page	90,000	Through season event invite proliferation and sharing
All-Actionsports.com	Facebook profile page	90,000	Through season invite and post proliferation
All-Actionsports.com	print flyers	10,000	Distribution and pass along throughout the season
All-Actionsports.com	Posters	5000	Estimated based on 200 printed and sniped
All-Actionsports.com	T-shirts	6000	based on 2 gross printed and distributed
All-Actionsports.com	Branded Vehicles and Boats	50,000	Estimated based on AAS Branded boats, AAS branded support vehicles moving throughout series and Mitsubishi event on site impressions
All-Actionsports.com	Branded Equipment, safety gear and obstacles	5000	Team branded boards, helmets, ramps etc. used at events
All-Actionsports.com	Live event attendance	9000	Across event series estimate
Chicago MasterCraft	Website and SM	5000	Based on provided web traffic and FB fan page traffic
Raging Buffalo	Website and SM	60,000	Based on provided active users and visits
Mitsubishi			Primary event sponsor partner
Monster/City Beverage	website, SM, Email	8000	Estimated across series as primary event sponsor partner
Fun on the Fox	website, SM, Email	30000	Estimated across series as promotional partner
Ride Butter	website, SM, Email	5000	Estimated across series as promotional partner
Broken Oar	website, SM, Email	10000	Estimated across series as promotional partner/host venue
Snug Harbor/Ala Carte Ent.	website, SM, Email	8000	Estimated across series as promotional partner/host venue
Heritage Harbor	website, SM, Email	4000	Estimated as marquis event promotional partner/host venue
Quest Marine	website, SM, Email	4000	Estimated as primary event partner
Wakeboard Chicago	website, SM, Email	500	Estimated as secondary event partner
Starved Rock Harley Davidson	website, SM, Email	1000	Estimated as secondary event partner
Bill Walsh Motors	website, SM, Email	1000	Estimated as secondary event partner
Skydive Chicago	website, SM, Email	10,000	Estimated as secondary event partner
Illinois River Adventures	website, SM, Email	500	Estimated as secondary event partner
Rock Adventure	website, SM, Email	500	Estimated as secondary event partner
AGA	website	8000	Estimated as seasonal promotional partner
Crawdads Bar and Grill	website, SM, Email	400	Estimated as seasonal promotional partner
WGN News	TV	200,000	Average viewership 3.0 share for 7-9a "around town segment"
WGN News	website	500,000	250,000 visitors a day to "around town" video segment
New Tribune	Print	16,600	print circulation with our story
New Tribune	website	155,000	views of our cover
Lake County Journal	print	10,000	print circulation with our story
Lake County Journal	website	40000	page views of our cover
Alliance Wakeboarding Mag	website	500,000	250,000 unique visitors a month, our release featured weekly est.
	Total impressions	1897040	

About our core activation and legacy partners

Midwest Militia | www.midwestmilitia.net

The Midwest Militia was established by three Action sports enthusiasts from the Illinois River valley in 1999 pioneering grassroots action sports events and the growth and popularity of wake, snow and dirt endeavors in this region. It is the continuing goal of the MWM to promote action sports and bring enthusiasts together. Having historically been responsible for a number of the regions greatest events throughout the year, they have stepped back from the event production side to focus on family and other commitments in recent years. They have however maintained a huge active digital communication portal and massive active email list that responds to news, event announcements and opportunities to participate with verve. In fact one of their founders, Mark Michelini is a principal in our All-Actionsports.com efforts. The MWM faculty mission and commitment is unwavering and their alumni consul to our course.



Raging Buffalo Wakeboard School | www.ragingbuffalo.com

From the minds that brought you the nation's first Snowboard exclusive terrain park comes one of the region's longest established and respected wakeboarding instructional programs. Using a progression platform, the Raging Buffalo staff can take you from beginner to confident rider in no time. Looking for next level instruction? They have you covered there also with pro tour riders on staff.



Chicago MasterCraft | www.chicagomastercraft.com The best tow boats on water from the highest volume retailer in the region...enough said.

Liquid Sports | www.liquidsonline.com with a significant brick and mortar store always loaded and located at Chicago MasterCraft and their online commerce site. LS can outfit you for any wake based or snowboarding need. Check it. Expert consultation available.

Quest Water Sports | www.questwatersports.com Quest offers a premium lineup of upscale vessels from Chaparral, MasterCraft and Premier pontoons, for discerning recreational boaters, along with a complete set of boating services in their state of the art 32,000 sq. ft. facility. Serving the Illinois River Valley and Chicagoland area for the future.

Heritage Harbor | www.heritageharborottawa.com is a world class marina and community offering year round access to the Illinois River Valley and it's myriad of activities. Boating and water sports, hunting, fishing, off road action and skydiving are just a few of the activities HH is a prime debarkation point for.

4d5w Brand Support | www.4d5w.com It is a thankless job but someone has to do it. The Gents at 4d5w are responsible for all our collateral and asset design, web development, photography and data capture. We are fortunate to benefit from their "big picture" thinking and dedication to all things digital.

The Broken Oar | www.brokenoar.com is home to the MWWU series and provides a great backdrop of music, delicious menu and comfortable surroundings for the whole family with ample parking for vehicles and boats right on the Fox River. Port Barrington, IL.

