ALL-ACTIONSPORTS.COM

SUMMER 2011

Event Series RE-CAP

RM RIDE MUNSON

MESTOWSKATE.COM

All-Action Sports.com/Ride Munson 2011 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/Ride Munson team riders stomping some big tricks behind the Axis A22 and the ME Snow and Skate Team sessioning the asphalt along with dozens of riders getting free pulls and coaching from our crew but more on that later...

We are All-Action Sports (www.all-actionsports.com) a 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 its fourth year and is fast becoming a juggernaut of activations and credentials in its short life 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 from yet another benchmark season filled with change and challenges, cementing the fact that we are accomplishing our mission above and continued to evolve.

We started knocking on doors and looking for fitting partners and sponsors late last winter. After tons of pitches, meetings, maybes and changes to our partner line up we netted out with support that fit perfectly with our mission. First, our cornerstone partners, Munson Ski and Marine, RIDE MUNSON came to task to provide the showroom new tow boats from Malibu and Axis Wake Research, The finest pro shop gear to demo and a crack team of drivers and coaches 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, ME Snow and Skate stepped up with massive support creating custom merchandise and bringing their skate team out to session the asphalt at several events to entertain. We then had Greatshades.com jump on board providing mobile sunglass lens replacement. A really unique offering and many got their favorites re-lensed like new.

Please read on...

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

The 2011 Event Series in a nutshell...

• **The RIDE MUNSON/Munson Ski and Marine Mid-Week-Wake-Up Series** 6/15-8/3 Every Wednesday, all summer long! In its sixth 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, Malibu and Axis Wake Research and ride the best gear available in the water sports/wake disciplines courtesy of Munson Ski and Marine RIDE MUNSON for.....Free! Launching several boats with highly experienced operators and coaches, Ride Munson 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 8+ riders participate on a given Wed. Never rode before? Not a problem RIDE MUNSON 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 play 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 each week! Mother Nature was unkind our first couple weeks but folks still showed up in mass building attendance throughout the series. It was not uncommon for us to pull 80+ and have a standing room only dockside venue experience.

• **4th Annual Diamond Lake Beach Wakeboard Competition** 6/25 on Scenic Diamond Lake Beach. We were greeted by big crowds and perfect weather! For The 4th year, Munson Ski and Marine, Ride Munson provided the competition tow boats, prizes and contest format judging as governed by the WWA. All-Actionsports.com's Tony Duffy MC'd the festivities for the large field of competitors in beginner, intermediate and outlaw classes being judged on a ten point system for style, technicality and amplitude. **all-actionsports.com team riders, Brian Waskevich, Tom Paz and Albert Razcynski** came away with podium positions in their classes respectively! A perfect competition day at the beach!

• Speaking of Competitions: We had more team riders than ever before competing and standing on podiums at King of Wake stops this season including **Wake Games, Worlds and Nationals. Mad props to Nick Cankar, Mark Norwell, Zach McCauley and Jamie McCauley** for qualifying and in many cases standing on podiums in their class including **Mens II World Champion Nick Cankar**!

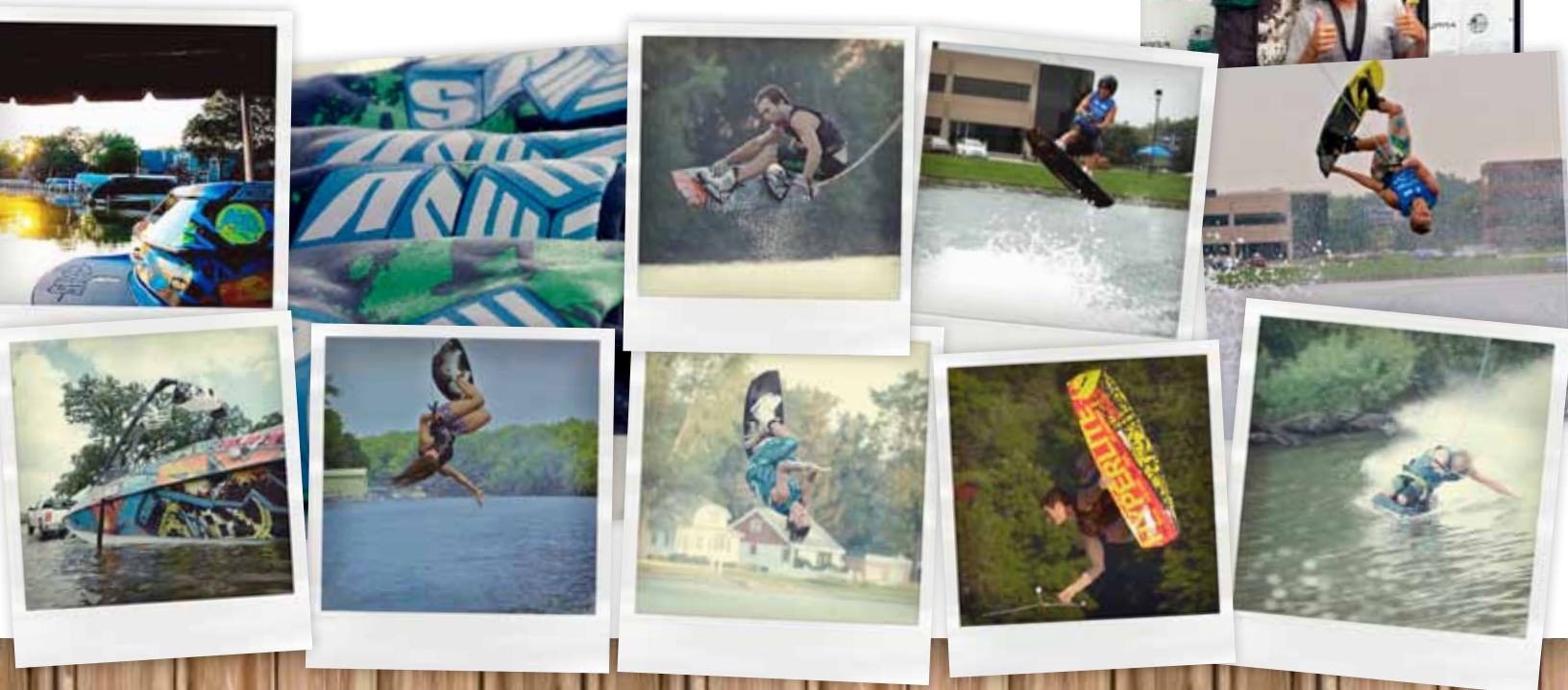
More Big Thanks:

• The Low Rider: Local Pro Kneeboarder, Frankie Panno kept us pumped as he continued to innovate the lowrider category on his signature Agent board from HO. Look for his new movie this fall with parts including the legend Scott Byerly as that is the company Frankie keeps!

• The Crew: Sick photography, videography and graphics from our core Eamon Madigan, Lisa Roller, Ryan Castre and Joe Robertson. Thanks for capturing all the action this season

• A huge thanks to our sponsors and partners for making this great season possible! Munson Ski and Marine, RIDE MUNSON, Malibu, Axis, ME Snow and Skate, Ronix, Liquid Force and host of other elite brands through the Ride Munson program !

• Lastly, we have to thank our small army of passionate folks that volunteer their time to make our events come to life. Nicole Marsel, Jessie Hart and the Oar Team to name a few! You all know who you are. **THANK YOU!**



Please consider some of the following data and imagery chronicling the action, reach and impressions we generate along with links to our press and video capsules for the season. See you next summer but, winter is coming and we are well on our way with a great calendar to get you through!

Inquiries or Additional Info:
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ALL-ACTIONSPORTS.COM 2011 SUMMER SERIES IMPRESSIONS
3 MONTH SERIES JUNE- AUGUST
SPONSOR/PARTNER LOGOS AND NAME MENTIONS

Company	Medium	Impressions
all-actionsports.com	website	5540
All-Actionsports.com	email campaigns	20,000
All-Actionsports.com	Facebook fan page	90,000
All-Actionsports.com	Facebook profile page	90,000
All-Actionsports.com	print flyers	10,000
All-Actionsports.com	Posters	5000
All-Actionsports.com	T-shirts	6000
All-Actionsports.com	Branded Vehicles and Boats	50,000
All-Actionsports.com	Branded Equipment, safety gear and obstacles	5000
All-Actionsports.com	Live event attendance	4000
RIDE MUNSON	Website and SM	5000
Munson Ski and Marine	Email Campaigns	4,000
Fun on the Fox	website, SM, Email	30000
Ride Butter	website, SM, Email	5000
Broken Oar	website, SM, Email	10000
Wakeworld	website,blog	200,000
Lake County Journal	website	40000
Alliance Wakeboaring Mag	website	500,000
	Total impressions	**1079540**

ALLIANCE, WAKE WORLD and
LAKE COUNTY JOURNAL POSTINGS

MONTHLY EMAIL

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