



ALL-ACTIONSPO RTS.COM

**WINTER
2010-11**

**Event Series
RECAP**

All-Action Sports 2010/2011 Winter Event Series Recap!

What a Season!

We are All-Action Sports (www.all-actionsports.com) a blossoming component of Lightning Man Promotions Ltd. (www.lmpltd.net) since 1989. All-ActionSports.com is a partnership between Action sport event promoters/producers, marketers, athletes, supportive brands and retailers, but most importantly participants and fans of action 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, programs and tour stops.

All-Action sports is fast maturing and has a respectable track record of activations and credentials in its short life along with being fueled by 15+ years of innovative lifestyle marketing and event activation experience from Lightning Man Promotions Ltd. and its constellation partners.

Words: Tony Duffy/Design: Eamon Madigan/ Photography: Lisa Roller

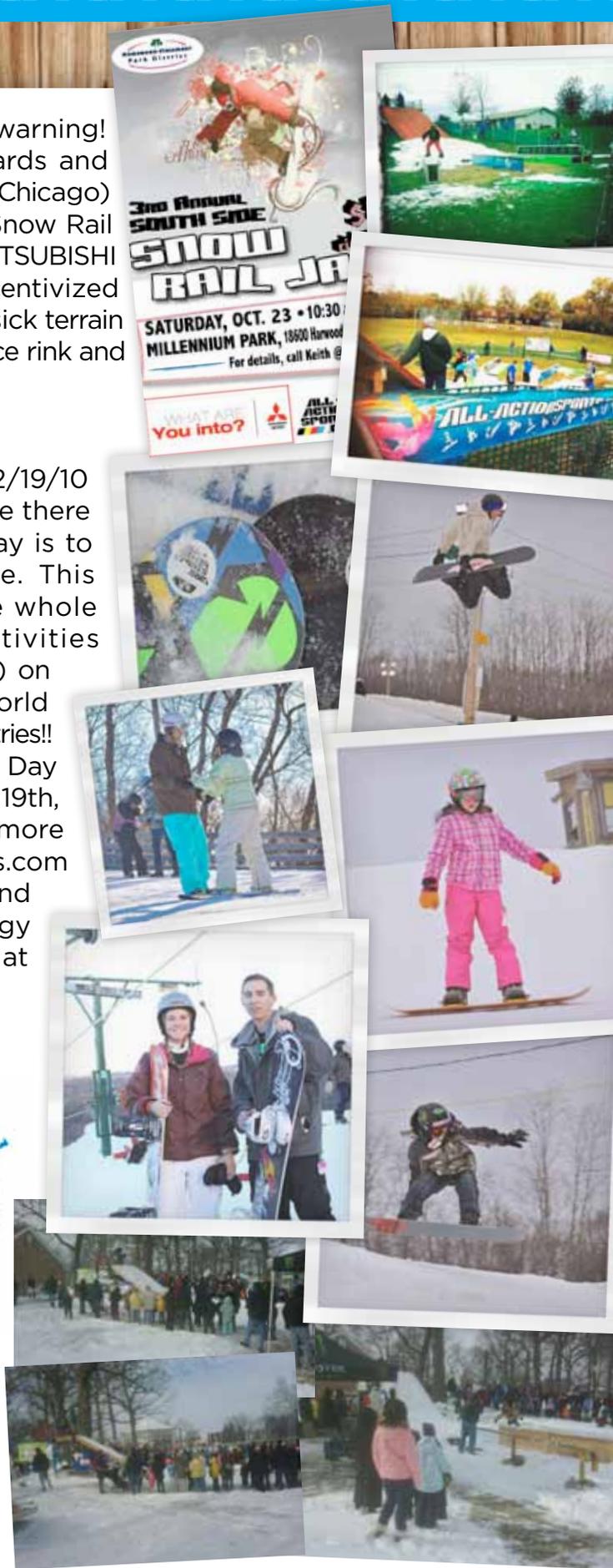
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• **Southside Rail Jam** October 23, 2010 The early warning! Lots of diehards grabbed their skis and snowboards and jammed! The H-F Park District (25 minutes south of Chicago) made it snow earlier than ever for the South Side Snow Rail Jam! Prizes and freebies from MONSTER ENERGY, MITSUBISHI Motors, All-Actionsports.com and Raging Buffalo incentivized the shredders. A park district hill was turned into a sick terrain park for the day with snow trucked in from a nearby ice rink and obstacles provided by Raging Buffalo.

• **World Snowboard Day at Raging Buffalo-** 12/19/10 World Snowboard Day can be celebrated anywhere there is snow, and even if there isn't. The aim of this day is to promote snowboarding as a sport and culture. This celebration day is a unique opportunity for the whole snowboard community to offer many free activities (initiations, demos, contests, parties, concerts...) on all the world summits. For its 4th edition the World Snowboard Day was celebrated in 139 places in 34 countries!! Opening the real winter season, the World Snowboard Day took place for its 5th time on Sunday, December 19th, 2010. www.world-snowboard-day.com to learn more about this day...Monster Energy, All-Actionsports.com and Raging Buffalo provided free lifts, rentals and lessons to help grow the sport and Monster Energy kept everyone fueled on this exciting capacity day at the park!

• **Northbrook Winter Carnival:** 1/16/10. We were engaged to build and conduct a rail jam and did so as a USASA demo event. This awesome winter event was full of great winter activities and hundreds in attendance. The Rail Jam was a big hit!



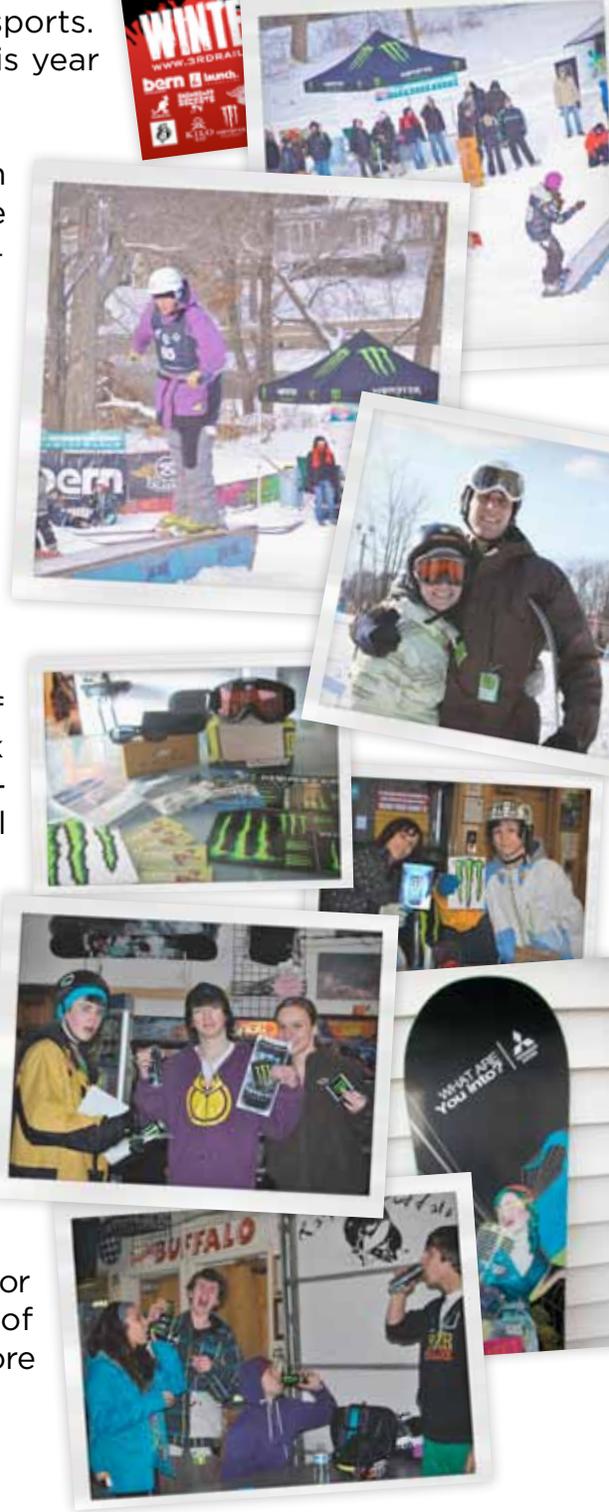
- **The 3rd Rail Jam**, January 22, 2010 at Raging Buffalo- Now in its 4th year, the 3rd Rail Jam is a national, touring, grassroots snow sport competition coupled with live hip hop music, art, fashion, and culture. This year was off the chain! All-Actionsports.com and Raging Buffalo host this big energy tour and this year was no exception.

The Rail Jam: A slope-styled rail contest held in true jam format. Judges are present at all features to provide the best scoring coverage possible. Each is separated into 4 divisions: all girls, 15 and under, best of breed, and skiers. Each division competes separately in a two round elimination for cash and prizes. On Snow Hip Hop-A main event tent is the center of attention and located at the base of the rail jam. Occurring during and between heats DJ's spin music, Graffiti painters create large art pieces along with MC skill competition and performances! Vendor Village: A nice footprint of spaces filled by 3rd Rail sponsors, local snow sport retailers, and resort partners. What a great day and night with after party at Side Outs!

Big Season Long Online Contest: We gave away a pair of lift tickets to our host park Raging Buffalo every week this season along with a Monster Sticker Pack and All-Actionsports.com Bandana. Our grand prize included all of the above along with stomp pad, board lock, smith sunglasses and Scott Goggles courtesy of Viking Ski. Congrats to all our winners!

Causes this season: We brought the Action sports community together for a very good cause! Specifically, your All-Action-sports.com photographers (Lisa and KC Roller) are going on a medical mission down the Amazon River this summer for their church. Generous donations/raffle purchases assisted them to meet the financial burden to accomplish that mission. Big thanks to All-Actionsports.com, Munson Ski, Pro Wakeboarder Laura Lohrmann and a host of others for their raffle prize contributions and support! Fellowship of Associates of Medical Evangelism (fameworld.org) for more specific mission information.

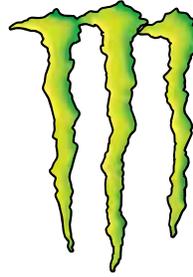
Please read on.....



Our Core Partners:

MONSTER ENERGY!!!

Monster Energy: Huge thanks to our premier partner, without whom the season would not have been possible. Big props for helping us Unleash the Beast!



Mitsubishi Motors Thanks for supporting our early season events and asking "What we were into!"

WHAT ARE
You into?



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 Snowboard Park 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 snowboarding 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 progression coaching on hill and on trampoline with the USASA series program.



www.vikingskishop.com with a significant brick and mortar store always loaded and located at 5422 W. Fullerton Ave. Chicago, IL and their online commerce site. Viking can outfit you for any ski or snowboarding need. Check it. Expert consultation available.



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.



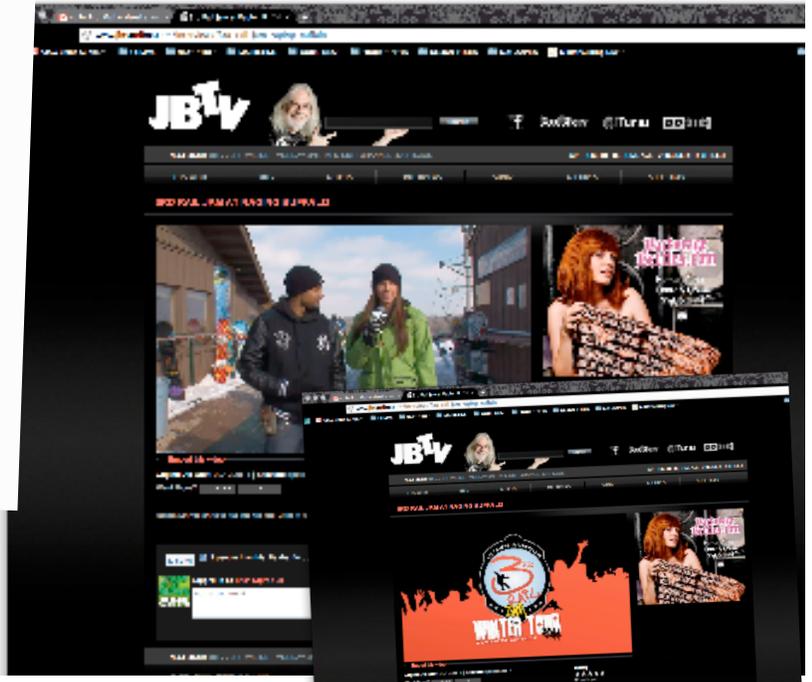
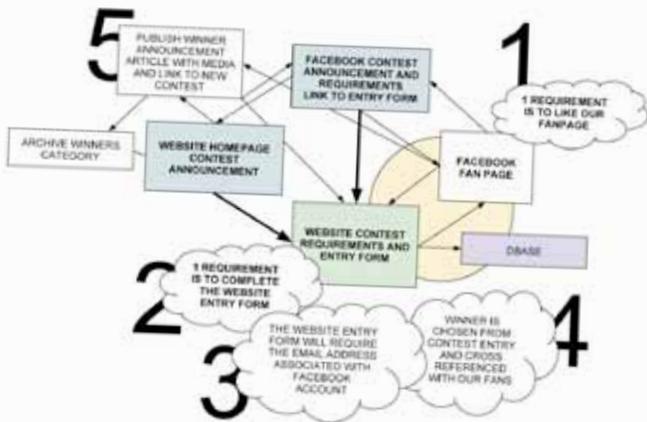
Thanks to **ME clothing www.mesnowskate.com** and **www.Ridebutter.com** for their ongoing support also!





AAS CONTEST FLOW V1

CONTEST ENTRY REQUIRED FOR EACH CONTEST. THIS SUPPORTS WINNERS WHO ARE ACTIVE.



MONSTER ENERGY
ALL-ACTIONSPO RTS.COM
WINTER SERIES 2010/11

OCTOBER
 * Oct. 8-13 Windy City Ski and Snowboard Show @ Renaissance Schaumburg Convention Center
 * Oct. 21 SOUTH SIDE RAIL JAM, Millennium Park, Homewood, IL

NOVEMBER
 Nov. 27 THE RAGING BUFFALO JOB FAIR | OPEN HOUSE
 Nov. 7 USASA Pre-Season Meeting at 1pm

DECEMBER
 Dec. 4-11 USASA Championships for Judges/Coaches
 Dec. 11 ENEMY of the State Rail Jam
 Dec. 18 WORLD SNOWBOARD DAY with PRO RIDER PAT MELBERRY
 Dec. 30-31 THE MIGHTY MOWEST CAMP with PRO RIDER PAT MELBERRY

JANUARY
 Jan. 1 USASA Slopestyle 1 & Slalom 1
 Jan. 1 USASA Giant Slalom 1 & Boardercross 1
 Jan. 13 MONSTER MOUNTAIN - Wake the Flakes Thursday Series
 Jan. 14 USASA Half Pipe 1 & Boardercross 2
 Jan. 23 MONSTER MOUNTAIN - Wake the Flakes Thursday Series
 Jan. 22 2nd RAIL JAM
 Jan. 23 USASA Half Pipe 2 & Giant Slalom 2
 Jan. 27 MONSTER MOUNTAIN - Wake the Flakes Thursday Series
 * Jan. 28-30 SHOW DAYS CHICAGO Navy Pier, Chicago

FEBRUARY
 Feb. 3 MONSTER MOUNTAIN - Wake the Flakes Thursday Series
 Feb. 4 USASA Slopestyle 2 & Giant Slalom 3
 Feb. 4 USASA Half Pipe 3 & Slalom 2
 Feb. 13 MONSTER MOUNTAIN - Wake the Flakes Thursday Series
 * Feb. 12 USASA @ Chestnut Slalom 3 & Slopestyle 3
 * Feb. 13 USASA @ Chestnut Giant Slalom 4 & Boardercross 3
 Feb. 17 MONSTER MOUNTAIN - Wake the Flakes Thursday Series
 Feb. 26 MONSTER MOUNTAIN - Wake the Flakes Thursday Series
 Feb. 26 USASA Slopestyle 4 & Slalom 4
 Feb. 27 USASA Half Pipe 4 & Boardercross 4
 Feb. 25 Free Lift Ticket Friday

MARCH
 Mar. 3 MONSTER MOUNTAIN - Wake the Flakes Thursday Series
 Mar. 4 Snowboarder's Urban
 Mar. 12 ENEMY of the State Rail Jam
 Mar. 13 Beach Bash

APRIL
 * Feb. - Fri Apr. 14, 2011 USASA Nationals 2011
 * Fri Apr. 1, 2011 Practice Day with Coaches at Breckinridge, CO
 * Sat April 2, 2011 Practice day at Copper Mountain, CO

EVENT LOCATIONS

RAGING BUFFALO
 158405 Pa. 31
 Algonquin, IL 60102
 (847) 834-7243
 ragingbuffalo.com
 * Check the website for event details and contact building hours!

MEL JENNISON | HERR
 18600 Barnwood Avenue
 Huntwood, IL 60140
 melh@meljerr.com
 melh@meljerr.com/fanpage

Renaissance Schaumburg Hotel and Convention Center
 1051 N. Thomas Dr
 Schaumburg, IL 60193
 renaissanceschaumburg.com

Chestnut Mountain
 800W Chestnut Rd
 Galena, IL 61036
 chestnutmtn.com

Breckenridge, CO
 breckenridge.com

Copper Mountain, CO
 CopperMountain.com

DRENK OOR BLOEM
 11000 W. 120th Ave #1000
 All-ACTIONSPO RTS.COM
 ALL-ACTIONSPO RTS.COM
 FOR EVENT UPDATES,
 GIVEAWAYS AND MORE ALL
 SEASON LONG!

EVENTS PRO SHOP LESSONS
 all-actionsports.com
 ragingbuffalo.com
 ragingbuffalo.com

All events at Raging Buffalo unless otherwise indicated with *

ALL-ACTIONSPO RTS.COM 2010/2011 WINTER SERIES IMPRESSIONS
 3 MONTH SERIES MID DECEMBER- MID MARCH
 SPONSOR/PARTNER LOGOS AND NAME MENTIONS

Company	Medium	Reach	Notes
All-Action sports.com	website	30,000	Unique visitors with average visit of 2.5 min. clicking through
All-Action sports.com	email campaigns	49,000	Across 5 campaigns all partners email program
All-Action sports.com	Facebook fan page	100,000	Through season event invite proliferation and sharing
All-Action sports.com	Facebook profile page	10,000	Through season invite and post proliferation
All-Action sports.com	print flyers	10,000	Distribution and pass along throughout the season
All-Action sports.com	Posters	5000	Estimated based on 200 printed and sniped
All-Action sports.com	Bandanas	6000	based on 2 gross printed and distributed
All-Action sports.com	Branded Vehicles and Snowmobiles	50,000	Estimated based on AAS Branded Snowcat, AAS branded support vehicles moving throughout series and Mitsubishi event on site impressions
All-Action sports.com	Branded Equipment, safety gear and obstacles	25,000	Team branded boards, helmets, ramps etc. used at events and beyond
All-Action sports.com	Live event attendance	25,000	Across event series estimate
Viking Ski	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	Website and SM	10,000	Primary event sponsor partner, What are you into? Program
Monster/City Beverage	website, SM, Email	8000	Estimated across series as primary event sponsor partner
Fun on the Fox	website, SM, Email	30,000	Estimated across series as promotional partner
Ride Butter	website, SM, Email	5000	Estimated across series as promotional partner
Me Snow Skate	website, SM, Email	5000	Estimated across series as promotional partner
USASA inclusion	website, SM, Email	80,000	Estimated across series as promotional partner/sanctioning body
Snowboarder Magazine	website calendar mentions	500,000	250,000 unique click throughs to page monthly our total estimated
AGA	website	8000	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
JBTv	TV	20,000	Average viewership through repeat airings
JBTv	website	16,000	views for segment
	Total impressions	1757000	

All told we produced/co-produced 23 events this winter along with team presence and participation all over the Nation spreading the word! See our total reach estimate above across live, print, digital and broadcast coverage!

For sponsor, partner and press opportunities, please contact:

Tony Duffy
312.829.4110
tduffy@impltd.net