



**ALL-ACTIONSPO RTS.COM**

**WINTER  
2012**

**RIDE MUNSON and  
EneMe of the State Rail Jam**



**All-Actionsports.com in association with ME CLOTHING, RIDE MUNSON and EnMe of the State Rail Jam** present the Midwest's most legit and family friendly 2011/2012 Winter Event Series. We have sponsor and partner opportunities for engagement all winter long.! Let's get out and Ride!

## Winter is Coming!

We are All-Action Sports ([www.all-actionsports.com](http://www.all-actionsports.com)) a maturing component of Lightning Man Promotions Ltd. ([www.lmpltd.net](http://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 has a respectable track record of activations and credentials in its lifespan across a variety of action and adrenaline sports and is fueled by 15+ years of innovative lifestyle marketing and activation experience from Lightning Man Promotions Ltd. and its constellation partners.

We would be honored if you might receive this communication and consider becoming part of our growing equity and influence. We welcome the opportunity to present further capabilities and conversations on how we might cultivate a mutually beneficial and customized relationship.

Please read on....



### About ME CLOTHING and ENEME OF THE STATE RAIL JAM TOUR:

The ME Snow and Skate company was made real June 2006 but was born in the mid 90's.... The idea of ME came from a buddy that told ME founder Matt Bielski he was going to sponsor ME because he didn't have any sponsors yet. He pondered that a moment and he realized it was like all these board sports are about the individual and their expressions as riders. So he started designing his first line of ME apparel and here they are today with a strong grass roots following and many seasonal lines and events in the history books. The EneME of the State contests started from a lack of rail riding contest period and the lack of jam format contests. A couple of runs just doesn't do a rider's ability and style justice as you find with the very limiting conventional Nationally sanctioned events. ME and EneME have always been about the rider and letting them show off their tricks and their style and not letting a single run tell their tail of riding. With a conventional run if you fall you are done. With a jam you can fall and still push yourself, it makes for progression vs. safe stock runs and is great for the spectators too! Anybody in these board sports knows that falling is progression and always will be. So all in all the EneME contest is about riding with your friends just like a park session and not worrying about the fall. Built and executed

properly, The Jam puts the spectator up close and personal for a very exciting viewer experience and creates a great promotional vehicle for any resort featuring a terrain environment. The EneME tour is in its 5th year.



### About RIDE MUNSON Pro Shop:

Housed at Munson Ski and Marine, The RIDE MUNSON initiative boasts one of the region's largest inventories of marquis snowboard brands and apparel including Volcom, Technine, DC, Burton, RED, Electric, Anon, 686, Flux, Quiksilver, Roxy, Dakine, Step Child, Thirtytwo, Bern marquis brands. Paired with unique participation events and new "Ride Munson" initiatives they intend to carryover their lead position in all things action on the water (and snow) in the region! For 50 years, Munson Ski & Marine has been the leader in Chicagoland in the marine industry and sports. Mark Munson and his family have played an integral part in the boating trade in Illinois and Southern Wisconsin since 1957. During that time, their name has become synonymous with both recreational and high performance boating. It has always been their mission to offer the best products in the market at the best possible price along with providing superior customer service. All this, along with an ongoing commitment to community and creating experiences to get folks on the water and snow! This is never more evident than now as we continue into this alliance and season of event experiences and the "Ride Munson" initiative!



## What our 2011/2012 season looks like:

Starting in October we will have booth(s) and presence at the region's best consumer show:

- **Windy City Ski and Snowboard Show™ October 21-23, 2011** is Chicagoland's newest and largest Consumer Ski and Snowboard Show to hit the Midwest. With 100,000 sq.ft of Retailers, Resorts, Clubs, Manufacturer Reps and a huge SUPER SALE. The 3 day show features thousands in prizes and lift ticket giveaways. Meet the top manufacturer reps in the industry. Pro skier and snowboarder appearances. Movie theatre premiere. Top local retailers. Free Parking for the event and an indoor rail jam. The show takes place at Renaissance Schaumburg Hotel and Convention Center and entertains near 30,000 snow sport enthusiasts from the region. Best way to get the season started!

**Tentative 2011/2012 and Previous Stops of the EneMe Tour** spanning three states, five years and counting! We are working on our final dates and tour logistics now!

**Wilmot Mtn , Wilmot WI**

**Tyrol Basin , Mt Horeb WI**

**Wild Mtn , Taylor Falls MN**

**Cascade Mtn , Portage WI**

**Granite Peak , Wausau WI**

**Alpine Valley, WI**

**Chestnut Mtn , Galena , IL**

**Raging Buffalo, IL**

- **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 unders, best of breed, and skiers. Each division competes separately in a two round elimination for cash and prizes.

- **On Snow Music:**

A 20' by 20' 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
- Givaways

**Vendor Village:**

A series of 10' by 10' spaces filled by sponsors, local retailers, and resort partners. Each with display or setup for their respective brand, store, or space.

**Event Impressions:**

- 7 resort dates
- Expected resort attendance 1000+ per event
- 7 after parties
- Expected party attendance 500+ per event

**Total - 10,500**

**Internal Resort promotion (on and offline):**

- Promotions begin in October by way of announcements on websites, resort calendars, etc
- Posters/Flyers begin at season open at each resort and run till day of event

**Total - 900,000**

**External to Resort promotions:**

- Lifestyle space marketing with posters, postcards, and stickers
- typical per market: 5,000 flyers, 50 posters, 200 stickers

**Total - 500,000 + impressions**

**PR and New Media Campaigns:**

- Publicity campaign (national, regional, local, on and offline)
- New media: facebook, twitter, google+, email, vimeo and youtube
- Earned Media along with our tenacious still and video capture/edit and release.

**Total - 2 million**

**After parties**

At conclusion of the on snow events, the event comes to finale with a sponsor branded after party. The party contains DJ's spinning music along with other performances and award ceremonies.

**We have a few more exciting irons in the fire for this season and will share as they unfold!**



## **Moving On We Propose the following to get us started.....**

We are not going to insult you with the Gold, Silver, Bronze structured package and price tag. Of course you will have display opportunities, traditional and virtual at the events, on the web and even tattooed on our necks (if the price is right). Of course you will have a voice in our outreach mechanisms, stage time, and customized engagement opportunities- whatever you need.

- What we really want to do is create unique experiences and alignment that impact your brand or service as your business needs dictate.
- We want to create seasonal partners that become valuable content to our live and virtual programs as we grow our equity and influence.
- We want to collaborate closely with you to define how we work together and benefit your bottom line and ours.
- We want to create VIP experiences for your customers, unique one of a kind action sport outings integrating your brand and services.
- We want to do whatever it takes to help your interest and ours grow in tandem.

We can share with you deeper demographic information, data, our capabilities and move closer to greatness when we meet. We certainly hope to hear from you soon to explore our future together.

**Contact: Tony Duffy 312.829.4110 [tduffy@impltd.net](mailto:tduffy@impltd.net)**

Some past edits to sink your teeth into.

<http://www.youtube.com/watch?v=Id-okwq5LIA>

[http://www.youtube.com/user/JohnCywinski#p/u/59/xIMPec\\_IU2s](http://www.youtube.com/user/JohnCywinski#p/u/59/xIMPec_IU2s)

[http://www.youtube.com/watch?v=FKds\\_qNcfl4](http://www.youtube.com/watch?v=FKds_qNcfl4)

<http://www.youtube.com/watch?v=MrPCOC2-II8&feature=related>

<http://www.youtube.com/watch?v=tpQTjRYzENM>