Dew Tour is amplified by world-class athletes, endemic and national media creating the industries foremost property in action sports. We integrate our partners authentically across multiple touchpoints leveraging hundreds of athletes, the largest endemic media group, linear networks, OTT, and our live broadcast partners.

**DEW TOUR ATHLETES COMPETING**
450+

**SOCIAL MEDIA FOLLOWERS**
21.8M

**ACTIVE LIFESTYLE ENTHUSIASTS REACHED PER MONTH**
31.8M
WHAT WE BELIEVE

COMPETITION
Competition – The athletes are our foundation, they inspire us all to get out and ride. We will continue to push the boundaries of action sports with our athletes through innovative formats and courses.

CULTURE
Culture – Action sports culture is more than just sports. This is a lifestyle for our fans. Technology, fashion, art, music, film, and design is the fabric woven into our culture and Dew Tour.

CONNECTIONS
Connections – Through engaging experiences and authentic content we facilitate meaningful and lasting connections to a powerhouse community of active, influential fans.
Anchored by world-class events, Dew Tour is elevated year-round with an Always-On content strategy engaging our fans every day. Leading with a social media first mindset, our property consistently entertains current and new fans.

During the event windows, we are streaming live on all major platforms, including YouTube, Facebook, and more, reaching an engaged audience of superfans. Post-event, our content continues to reach a wider audience of sports fans through linear network shows, plus Dew Tour and partnered digital platforms.
DIGITAL AND SOCIAL DEMOGRAPHICS

DEW TOUR +
ASN MEDIA BRANDS

68% MALE AUDIENCE
32% FEMALE AUDIENCE
69% FANS: 34 OR YOUNGER

$79K HOUSEHOLD INCOME
48% COLLEGE EDUCATED
Our world class 4-day winter competition and festival where the globe’s top skiers and snowboarders push the limits of progression on Dew Tour’s signature Modified Superpipe, Modified Slopestyle, and Streetstyle courses. There’s also Adaptive Snowboard and Team Challenge competitions plus a calendar of fan-based activities including the Dew Tour Experience festival village, industry award shows, and live concerts.

Dew Tour Long Beach 2021 will serve as one of the closing Olympic qualifiers on US soil in the lead up to the Tokyo Olympic games, now set for 2021. More than 300 of the world’s top male and female skateboarders will compete in individual Park and Street events for a chance to win the Dew Tour title, while earning valuable points toward their country’s Olympic skateboarding team. For fans, the Dew Tour festival experience will be an historic celebration of culture and competition as skateboarding rolls towards its debut on the Olympic stage.

With global competition implications on the line, the world’s eyes will be focused on this second Winter Dew Tour event of the 2021 calendar. As an official Olympic qualifier in the lead up to Beijing 2022 for Superpipe and Slopestyle disciplines, the world’s top snowboard & ski athletes will be vying for a spot on their respective National teams. Against a backdrop of world class competition, Dew Tour fans will again have the opportunity to create connections with our partners and participate in fan-based activities during the 4-day winter festival.
WINTER DEW TOUR
EVENT HIGHLIGHTS

46K
ATTENDANCE

9.8M
LIVESTREAM MINUTES WATCHED

3.7M
LIVESTREAM UNIQUE VIEWS

15.5M
TOTAL VIDEO VIEWS

281M
SOCIAL MEDIA IMPRESSIONS

1.1B
PR IMPRESSIONS

WINTER, FEB 2021

*Signature Modified Superpipe & Slopestyle Course
*Streetstyle Competition under the lights
*Dew Tour E-Sports Gaming Center
WINTER DEW TOUR
DEMOGRAPHICS

**FEMALE**
48%

**MALE**
52%

**UNDER 34**
57%

**35+**
43%

ANNE 3.8
Average # of people in the party

**HOUSEHOLD INCOME**
UNDER $100,000: 45%
OVER $100,000: 55%
In August of 2016 the IOC voted unanimously for skateboarding to be added to the Tokyo Olympic games. A step in the right direction by the IOC to recognize and attract emerging youth-focused sports.

Dew Tour Long Beach 2019 was the first global Olympic qualifier for men’s and women’s park and street skateboarding on US soil. Athletes from 46 countries competed in this World Class event.

Dew Tour Long Beach 2021 will serve as one of the closing Olympic qualifiers on US soil in the lead up to the Tokyo Olympic games, now set for 2021.
SUMMER OLYMPIC QUALIFIER EVENT HIGHLIGHTS

45.1K ATTENDANCE
12.9M LIVESTREAM MINUTES WATCHED
5.4M LIVESTREAM UNIQUE VIEWS
15.9M TOTAL VIDEO VIEWS
276M SOCIAL MEDIA IMPRESSIONS
7B PR IMPRESSIONS

SUMMER 2021
*Global Olympic Qualifier in the U.S. Before Tokyo 2021
*Dew Tour E-Sports Gaming Center
*Four days of onsite fan engagement
SUMMER DEW TOUR
DEMOGRAPHICS

FEMALE
43%

MALE
57%

UNDER 34
72%

35+
28%

HOUSEHOLD INCOME

UNDER $75,000: 55%
OVER $75,000: 45%

CLASSIFICATION:
CAUCASIAN: 48%
HISPANIC: 30%
ASIAN: 10%
AFRICAN AMERICAN: 8%
OTHER: 4%
The December 2021 Winter Dew Tour at Copper Mountain will serve as an Olympic qualifier in the lead up to Beijing 2022. This will be the 3rd time Dew Tour serves as a global Olympic qualifier on US soil for the men’s and women’s Superpipe and Slopestyle disciplines.

**OLYMPICS SNOWBOARDING & SKIING**

**OLYMPIC QUALIFIER EVENT BENEFITS**

- Significant increase in value and exposure across all mediums for partners compared to a non-Olympic qualifying event.
- Significant increase in media coverage. 2017’s Dew Tour Olympic qualifier delivered over 2.8 billion PR impressions; a 155% increase compared to non-Olympic qualifier Winter event.
- Dew Tour was a global Olympic qualifier for men’s and women’s Superpipe and Slopestyle leading into Sochi 2014 & PyeongChang 2018.
- Increased viewership across livestream and linear platforms.
- Increased engagement and reach on social.
- Increased onsite attendance.
- Access to the world’s top snowboard & ski athletes vying for a spot on their respective Olympic teams.
WINTER OLYMPIC QUALIFIER EVENT HIGHLIGHTS

50+K
ATTENDANCE

11M
LIVESTREAM MINUTES WATCHED

4.1M
LIVESTREAM UNIQUE VIEWS

17.4M
TOTAL VIDEO VIEWS

314M
SOCIAL MEDIA IMPRESSIONS

2.8B
PR IMPRESSIONS

WINTER, DEC 2021

*Dew Tour E-Sports Gaming Center
*Four days of onsite fan engagement
DEW TOUR BY THE NUMBERS
2021 FULL YEAR
THREE EVENTS

10.9B
PR IMPRESSIONS

141.1K
ATTENDANCE

871M
SOCIAL MEDIA IMPRESSIONS

13.2M
LIVESTREAM UNIQUE VIEWS

33.7M+
LIVESTREAM MINUTES WATCHED

48.8M
TOTAL VIDEO VIEWS

450+
WORLD CLASS ATHLETES

46
COUNTRIES REPRESENTED
DEW TOUR PARTNERSHIPS
WHAT WE CAN OFFER

Onsite Integrations:
- Tier 1 Structures (S1 – S3)
- 20x10 and 10x10
- Venue | Course Branding
- Pay Jumbotron
- App Push Notifications
- Athlete Signings
- VIP | Hospitality

Custom Integrations:
- Competition Entitlement Opportunities
- Custom Branded Competition (Ex. Boost Mobile Switch Jam)
- Team Challenge
- Women of Dew Tour
- Custom Branded On-Course Features
- Computer Generated Course Previews
- FlyCam Coverage
- E-Sports & Gaming
- Future Innovators & Community Outreach
- Concert Series
- Art Installations

Social Media / Dew Tour + ASN Media Brands
- Facebook | Instagram | YouTube | TikTok | Twitter
- Amplification
- Targeting

Branded Video Content / Dew Tour + ASN Media Brands
- Digital, Social, Livestream, Linear OTT Distribution
- Customized Video Production
  - Ex. Beyond the Bib Presented by Toyota
  - Ex. STANLEY Behind the Build
- Branded Dew Tour Content Franchises
  - Aimless
  - Setups
  - Dew Tour All Access

Livestream & Broadcast:
- Billboards and Commercials
- Branded In-Show Features
- Dew Tour LIVE show integrations
- Segment Entitlement (Ex. Replay)
- On-Air Branding and Mentions
- Product Placement

Digital Media / Dew Tour + ASN Media Brands
- ROS Standard Display
- High Impact Takeovers
- Custom Video Units
- Digital Articles & Newsletters
- Targeting

Print Media / ASN Media Brands
- 1P4C
- 2P4C
- Advertisials