



FWQ *FINALS* ▲

**11.3.-14.3.
2022**



Facts about Jasna Adrenalin event

Organizer

- ✦ Slovenská Asociácia Freeridového Lyžovania (SAFL) together with Slovak Ski Association (ZSL)

Event attendance

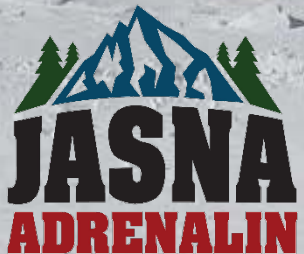
- ✦ 5000 visitors daily at the resort
- ✦ 65 riders (10 - 20 support team)
- ✦ 1500 spectators visiting for the event

Competition disciplines

- ✦ SKI - men / women
- ✦ SNOWBOARD - men / women

History of the event

- ✦ 18 years in Slovakia
- ✦ Freeride World Qualifier since 2008



Ranking of the competition

Category of the event

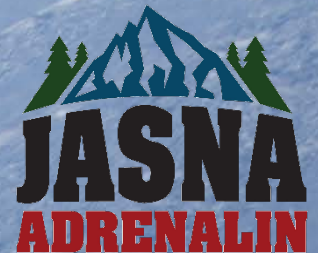
- ✦ final qualification for **FREERIDE WORLD TOUR**

FWQ assessed feedback

- ✦ High level of security and organization of the event
- ✦ Outstanding publicity and communication to the audience
- ✦ Excellent treatment of the riders
- ✦ The race track is ranked the best within the whole **FREERIDE WORLD QUALIFIER**

FWQ *FINALS* ▲ in Jasna

- ✦ Jasna Adrenalin is part of 3 TOP FWQ events in EUROPE



Target audience for the partner

- ★ Visitors of the JASNA resort
- ★ Freeride enthusiasts visiting JASNA ADRENALIN (cca 1500 people, 50% SK, 30% PL, 10% CZ, 10% UA)
- ★ The event is visually attractive for active people and families
- ★ Competition takes place during the school holidays (BB - KE regions)



Promotion prior to the event

★ PRINT

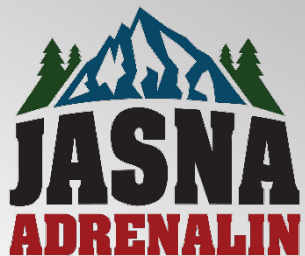
Poster A3, magazines, flyers

★ MEDIA

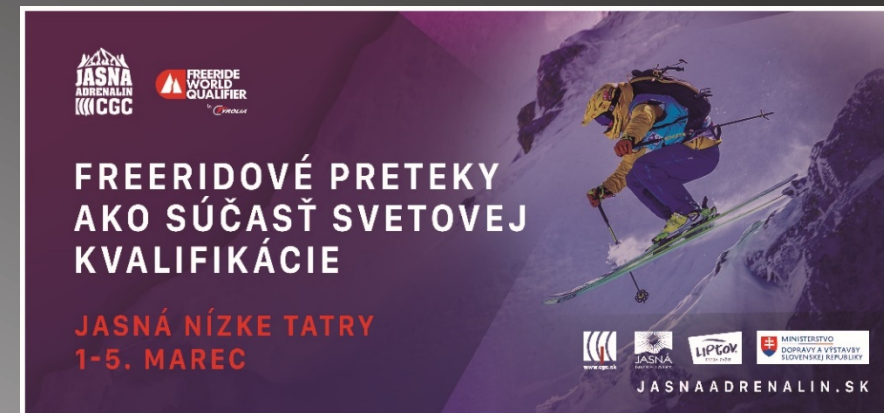
radio stations, Aktuality.sk

★ SOCIAL NETWORKS

Facebook, Instagram

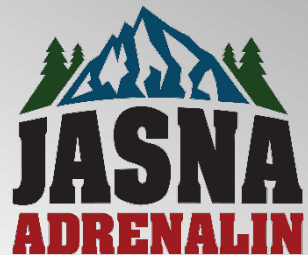


Radio spot
Jasna
Adrenalin
2017



Promotion during the event

- ★ Live Stream
- ★ Freeride village
- ★ Promo stand in various form
- ★ Promo at hotels and TMR properties
- ★ Product placement performed by the partner
- ★ Advertisement screens at the gondola stations
- ★ Banners and beach flags at the start, finish and public area
- ★ Logo on the Start gate, Finish gate, PGC



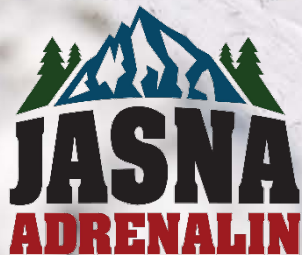
Media outputs

INTERNET

- Facebook: www.facebook.com/jasnaadrenalin
- Instagram: www.instagram.com/jasna.adrenalin
- Freeride web sites: freerideworldtour.com; freeskier.sk, freeride.cz, powderline.cz
- Other webportals: aktualne.sk, info.sk, topky.sk, webnoviny.sk,
- Video & Photoreports: Highlights - YouTube, Vimeo

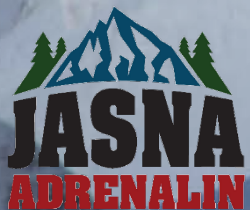
TV

- TV JOJ main news
- RTVS
- RTVS report *Extremne v horach*



General partner

- Logo in Competition name
- Logo on the Highest level of the media wall
- Complex communication
- Brand in the radio, TV, Live Stream
- Logo in after movie
- Logo on banners
- Logo on billboards
- Logo on posters
- Logistics and the product distribution within the resort
- Logo / banner on the Jasna Adrenalin websites
- # on every posts on Instagram / Facebook



15.000
EUR

Main Partner

- ✦ Logo on second level of the media wall
- ✦ Brand in the radio, TV
- ✦ Logo in after movie
- ✦ Logo on banners
- ✦ Logo on posters
- ✦ Logistics and the product distribution within the resort
- ✦ Logo on the Jasna Adrenalin websites
- ✦ # on every posts on Instagram / Facebook

8.000
EUR

Partner

- ★ Logo in after movie
- ★ Logo on banners
- ★ Logo on Start Gate / Finish
- ★ Logo on posters
- ★ Logistics and the product distribution within the resort
- ★ Logo on the Jasna and Jasna Adrenalin websites
- ★ # on every posts on Instagram / Facebook

2000
EUR

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