# 1236PROMOTIONS PROUDLY PRESENTS

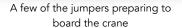


2016

#### WHAT ARE THE AIRGAMEZ?

The AirgameZ are the UK's only extreme sports festival to include BASE jumping as a competitive sport. The first ever AirgameZ was held over the 2015 August Bank Holiday weekend, on the iconic Blackpool seafront, when 45 of the world's top BASE jumpers traveled from across Europe and as far afield as the USA, Kuwait, South Africa and Brazil to compete. Between them, they made a staggering 300+ BASE jumps onto Blackpool's famous sands. Once the dust had settled, English jumper Olly Gibbs was crowned the AirgameZ Champion 2015. Watch the video here: https://vimeo.com/165436939







Star of C4's "The Men Who Jump Off Buildings, Dan "The Man" Witchalls lands on the beach



A jumper just about hits the target placed on the sand

A 320ft crane was erected on the promenade and we supplied a bespoke platform, designed to recreate the Kodak SP360 action cam, our 2015 headline sponsor. Competitors jumped from the platform, aiming to landing on specially designed targets placed on the beach, creating a superb visual impact for sponsors and spectators.

This eye catching event was perfectly located between South and Central piers on Blackpool Seafront, attracting the attention of the 210,000 visitors and 140,000+ local residents over the 3 days. In addition to the BASE jumping, live DJ's and bands kept the crowds entertained.



Kuwaiti jumper, Mohammad Al-Refaei, aiming dead centre.



2 jumpers perform a "waterfall" jump from the 320ft crane

## AIRGAMEZ 2016

Additional events will be added to this years AirgameZ including Para-motoring skittles (where pilots aim to knock over as many skittles as possible in a single pass, think giant ten pin bowling with parachutes instead of bowling balls).

Canopy Swooping, where skydivers leap from 5,000ft and deploy high performance canopies. After generating sufficient speed, the canopy pilot levels off just 3-4ft from the ground and competes to see who can pass the "gates" at the highest speed. The current world record is a staggering 65+mph.

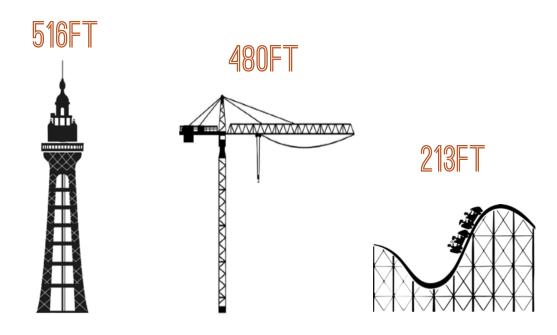






A swooper enters "the gates" while dragging a foot

In addition to the extra events, we are also increasing the size of the crane from 320ft to a vertigo inducing 480ft. That's just 36ft lower than Blackpool Tower and more than twice the height of the Big One Rollercoaster. We currently have 65+ jumpers, from 14 countries registered for AirgameZ 2016.



#### **SPONSORSHIP**

Last year saw companies such as Ford, Mazda, Knight Rigging Services, NMT Cranes, Dark Side Parachutes, Visit Blackpool and Kodak on board, with our headline sponsor being the SP360 Action Cam.

As part of the sponsorship package, we would design and supply bespoke wind blades and barrier jackets, adorned with your company logo, to place in and around the AirgameZ site. We can also provide a large space and power for stalls and displays in our "sponsors village" right next to the crane and athlete packing areas. Promo teams are welcome on site.





As Headline Sponsor, we would work closely with your designers to create branded landing targets. Placed on the beach, jumpers would have to declare their intended target and score accordingly. Radio contact with the announcer would allow spectators to know the intended target prior to jumping.

We could also brand the crane basket and boom coverings, branded event T-shits, as well as creating patches for BASE jumpers to wear in a prominent position for photos and videos (usually on the backside as this is the "standard shot from above").

As headline sponsor we can create and manufacture a branded parachute for our "staff jumper" to use during the event. Measuring between 240 and 280sqft these are airborne billboards and then some.



Example of a branded canopy

# PR & TV COVERAGE

In year one, certain restrictions were placed upon us relating to the advance marketing and publicising of the AirgameZ until we could prove a safe and well run event. This limited opportunities in the run up but local business were eager to join the action and we were invited to promote the event by performing a demonstration BASE jump from the world famous 'Big One' roller coaster at Blackpool Pleasure Beach. This attracted attention nationwide, with TV stations broadcasting the stunt on news channels as well as newspaper articles and a large amount of exposure on social media.

#### ITV footage Big One Jump ITV

This year we are pleased to confirm there are no restrictions in advance publicity due to the phenomenal success of the 2015 event.

We are also delighted to confirm we have teamed up with another BASE jumping event based in Spain and will feature in a 1hr program to be broadcast on Spain's number 1 sports channel. Teledeporte



Exiting the Big One Rollercoaster at the official launch

The AirgameZ will be 1 of a series of 5 BASE events with the other 4 events held in Spain. The events usually attract huge amounts of publicity in and around Europe. With prominent branding in and around the AirgameZ site, we would guarantee huge expose across all platforms.

Link to the 2014 program that aired across Spain. <a href="www.rtve.es/benidorm">www.rtve.es/benidorm</a> Press clippings are available on request.





### ATHLETE SPONSORSHIP

In addition to the AirgameZ package, I would be happy to include up to 3 display/demo jumps per year, anywhere in the world you require. Using the branded canopy supplied as part of the AirgameZ sponsorship deal, I could travel to wherever is required and jump from a variety of objects to aid with launches etc. All I would require is travel expenses to be covered, (subject to the object being deemed safe to jump).

As one of the most experienced UK BASE jumpers and being well known in the community, I

get invited to nearly all BASE jumping events across the world. I usually attend between 5-8 major events each year. As such, I would also be more than happy to fly the branded canopy at all BASE jumping events and competitions I attend. Where it is not possible for me to attend I could ensure another jumper would attend and jump the canopy. These events usually generate huge amounts of press interest and TV coverage.

It would also be possible to get a couple of other, trusted and experienced, jumpers to attend any launches and make a slightly bigger demo. Any additional Branded parachutes would cost approximately £3,500 per system.



Go Fast Games Rotterdam



Celebrating 2<sup>nd</sup> place in the World Championships



Flying a branded canopy at an event in Porto



Sapphire Building event, Istanbul



Shipwreck Beach, 3 way. Zakinthos