



FISE World Series

HOST CITY
OPPORTUNITY

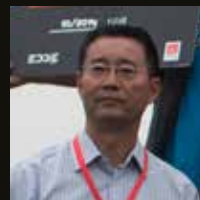
THINK GLOBALLY, ACT LOCALLY

TESTIMONIALS



“ So stocked to win the FISE World tour Championship!!! It was a great season and the best way to end...”

DANIEL DHERS
Venezuela
FWS 2014 - BMX winner



“ Chengdu is delighted and proud to be the first Chinese city to host FISE. FISE reinforces the ties between Chengdu and Montpellier, sister cities since 1981, nurtures the sports initiatives, and above all enables Chengdu to be in the global spotlight in a unique way. The 2014 edition was fantastic, and we look forward to the 2 editions to come.”

WEI GAO
Chengdu Sports Bureau
Vice-President



“ Events such as FISE World Langkawi-Malaysia 2014 provide a platform for not just extreme sports fans and tourists, but also for budding young talents to play alongside their idols and stand a chance of international acclaim. Staging an event such as this greatly contributes to realizing the Malaysian government's goal to showcase the country in all its brilliance while paving the way for the development of youth and sports. I would also like to thank the organizer, Hurricane, for selecting Malaysia to join the ranks of international host countries for the FISE World Series.”

ZULKEFLI HJ SHARIF
Malaysia Convention & Exhibition Bureau
Chief Executive Officer



“ Can't wait for the FISE World tour to start again this year! Such an epic extreme sports event!”

DANIEL WEDEMEIJER
Netherlands
BMX Pro athlete

WORLD-CLASS ACTION SPORTS EVENTS SPECIALIST SINCE 1997



WORLD-CLASS ACTION SPORTS EVENTS SPECIALIST

Hurricane Action Sports is the communication agency which created the Festival International Sport Extrême (FISE) in 1997.

Specializing in Action Sports and focusing on spectacular disciplines such as BMX, Skateboarding, Roller, Mountain Biking and Wakeboarding, Hurricane Action Sports organizes each year a multitude of looked-up to Action Sports events.

FISE events are free, high-end events that attract a mass audience, thus promoting economic, touristic, and social benefits, and offering ever stronger media exposure.

The Action Sports community counts millions of active sports enthusiasts aged between 8 and 40 years, but only few members of club/federation (less than 5%).

To change this trend, Hurricane Action Sports engages with international sports federations in developing a collaborative approach to support these athletes, increase regular and sustained Action Sports participation at national/international levels, and push the limits of Action Sports further.

The partnerships will go live in 2016 with the FISE World Series being FIRS sanctioned (Roller freestyle World Cup).



EVENTS PORTFOLIO

FRANCE

FISE MONTPELLIER SINCE 1997

Flagship event in home city Montpellier.
510,000 spectators, 250 journalists, 1,500 athletes.

FISE XPERIENCE SERIES SINCE 2007

First official freestyle tour in France (6-date tour).
250,000 spectators, 600 athletes.

OVERSEAS

FISE WORLD SERIES

Worldwide tour made up of different stages on several continents, with prize money and an overall ranking at the end of the Series.

The first edition in 2014 consisted of 4 events in 4 countries, from May to December in France, Andorra, China and Malaysia.

2014 fast facts: 655,000 spectators, 520 journalists, and 2,250 athletes.

OVER 50 EVENTS AROUND THE WORLD

- FISE Costa Rica
- FISE Tunisia
- FISE Dubai
- FISE Kuwait
- Festival de la glisse (Reunion Island)
- Red Bull FMX Show Lebanon
- Mountain Dew Extreme Tour Oman
- Italia Got Talent



FISE World Montpellier, May 2014

HURRICANE ACTION SPORTS COMMITMENTS

1. KEY MISSIONS

- To professionalize Action Sports disciplines
- To promote an original, free, popular, mass media event
- To maintain authenticity and values in the true spirit of Action Sports competition

2. KEY ACTIVITIES

- Infrastructure engineering 'made by riders for riders': providing specific and technical expertise
- Event management: bringing the 'cream of the crop' of top international athletes
- Global audience reach: ensuring international media distribution (IMG), and providing Action Sports promotion package (commercial advice & design guideline)



3. KEY PEOPLE

- Professional Action Sports event managers and passionate athletes who place their know-how at your disposal
- Hurricane + IMG media network of 200 sales executives



FISE World Chengdu-China, October 2014

HURRICANE EXPANDS THE FISE FRANCHISE TO WORLDWIDE EVENTS

FISE WORLD SERIES (FWS)

Since 2013, Hurricane has expanded the FISE franchise to worldwide events of equal size and stature as FISE Montpellier and created the FISE World Series. Cities interested in staging a FISE World Series event for 3 consecutive years are invited to participate in the bidding process at www.bidfise.com

FISE World Series is a world-class championship that lives up to the expectations of Action Sports aficionados, cities and spectators. Sport, Youth, People are the 3 key ingredients of FISE.

SPORTING PERSPECTIVE

Open to both Professional and Amateur of Action Sports, on each stop prizes are awarded to Amateur while Pro athletes compete for prize money, gain ranking points counting towards the overall ranking, and battle out for the overall prize money awarded at the end of the World Series.

- Cross-over event featuring several Action Sports
- Pro & Am categories
- Prize money, overall ranking, overall prize purse
- Extensive media exposure

A LOOK BACK AT FWS 2014

The first edition of the FISE World Series encountered a great success.

	MONTPELLIER	ANDORRA	CHENGDU	MALAYSIA
Spectators	510,000	25,000	100,000	20,000
Competitors (Pro/am)	1,500	200	250	300
Accredited media	250	70	150	50

In 2016, 2 new stages will be added to the existing tour.

HOST CITY PERSPECTIVE

FISE World Series is an opportunity to showcase your city's assets and put your destination in the global spotlight. Besides, Action Sports are increasingly trendy; they constitute an effective way to engage with the youth niche markets.

- International profile through worldwide TV coverage on IMG extensive network
- Mass public event
- Young & diverse audience
- 3-year partnership

SPECTATORS' PERSPECTIVE

Our audience is made up of enthusiastic young people, riders, and consumers of Action Sports content, a qualified target embedded in freestyle culture and lifestyle.

- Free event for the public
- Accessible for mainstream audiences
- Free initiation sessions on FISE riding facilities
- Alternative & spectacular entertainment programs



FISE World Chengdu-China, October 2014

PROMOTING HOST CITY & FISE EVENTS AS TRULY GLOBAL

CONNECTING WITH THE AUDIENCE

FISE World Series is a multi-stages competition that brings in large crowds and reaches million of viewers on TV and online.

To this end, we engage audiences on a local and global scale through broad placement of premium content with key global broadcasters and viral digital strategy.

EXCLUSIVE MEDIA PRODUCTION

- Hurricane in-house production team
- IMG support
- Event live coverage
- 2x26 min dedicated TV program (post event)

INTERNATIONAL BROADCAST

IMG

World leader in sport and fashion media distribution

- Hurricane + IMG network of 200 sales executives
- Enhanced news coverage via SNTV (currently used by over 450 broadcasters in 190+ territories with an effective home reach of over 1 billion households)
- Trans World Sport (currently broadcast in 120 territories around the world and home reach of 185 million households)
- Inflight and inship audience worldwide on Sport24
- EDGEsport: New 24/7 Action Sports Channel

DIGITAL CONTENT

- Live streaming (competition and on-site TV set with exclusive programming)
- Dedicated mobile application
- High syndication across worldwide digital media and press through established relationship with online platforms (FISE network, IMG network, social media network, specialized site)

TV

Broadcasted on **120+** TV channels
In over **50** countries
1 billion households reach

DIGITAL

+ 15 millions fans reached/event
+ 500,000 minutes of video content consumed on Youtube/event



FISE World Montpellier, May 2014

WORLD-CLASS CHAMPIONSHIP

FISE WORLD SERIES (FWS)

2016-2018

2 cities will join the World Series and become Host

FWS CHARACTERISTICS

- Prize money per discipline for every FWS stage
- Prize purse for the Grand Final
- Overall ranking for riders
- Live TV & webcast
- Worldwide TV distribution

2.

FISE WORLD ANDORRA:

2014

Period :

July

Location :

Andorra La Vella

Population:

85,000

Disciplines:

BMX & Roller SPINE RAMP / Wakeboard /
MTB Slopestyle

FACTS:

- 2 evening concerts with international DJ
- Legacy: Wakepark left all summer for tourist activities

FWS FIGURES

15 Days

520 Journalists

5 Action Sports

2,250 Athletes Pro & Am

51 Nationalities represented

300,000 Euros in prize money

24 Hours of live TV broadcast

1.

FISE WORLD MONTPELLIER:

2014-2016

Period :

May

Location :

Montpellier, France

Population :

258,366 in Montpellier & a total of 419,300 (urban area)

Disciplines :

10 in total BMX / Roller / Skateboard / MTB Slopestyle / Wakeboard

FACTS:

- Long-term relationship with the public (510,000 spectators)
- Unique fans experience

3.

FISE WORLD CHENGDU - CHINA:

2014-2016

Period :

October

Location :

Chengdu

Population :

14 million

Disciplines :

BMX / Skateboard / MTB Slopestyle / Roller

FACTS:

- Very large skateboarding community, with high-level Amateur contests
- Mass public event (100,000 spectators)

4.

FISE WORLD MALAYSIA:

2014-2016

Period :

December

Location :

Langkawi

Population :

29 million (Malaysia)

Disciplines :

BMX / Roller / Skateboard / MTB Slopestyle

FACTS:

- Idyllic location
- Strong interaction between fans and pro athletes offline and online across all social media platforms

WE ARE EXPANDING BOTH
THE COMPETITION AND MEDIA
DISTRIBUTION GLOBALLY

DISCIPLINES & INFRASTRUCTURES

BMX & ROLLER PARK

Size: 40m x 30m (130ft x 100ft)

Series of wooden/steel ramps specifically designed for BMX, it can also be used by Roller athletes. The ramps allow riders to take off and perform amazing tricks.



SKATEBOARD PARK

Size: 30m x 20m (100ft x 100 ft)

The park is a mix of elements such as quarter pipes, handrails, boxes, and ramps designed to emulate a 'street' environment. The street is the most respected discipline in the Skateboard community because of the technical skills and creativity required.



SPINE RAMP

Size: 25m x 13m (82ft x 42 ft)

Two half-pipes placed back to back. The platforms on each side serve as launch and landing ramps. Spine ramp provides amazing show for Skate, Roller and BMX, offering everyone the very best of Action Sports.



MTB SLOPESTYLE

Size: 150m x 20m (500ft x 65ft)

A course that reproduces the features bikers encounter on the mountain. This sport offers a spectacular show with its oversized features (dirt jumps, wood obstacles) and will leave you in awe at the speed and height the aficionado riders can reach.



ROLLER SLOPESTYLE

Size: 150m x 12.5m (500ft x 40ft)

A freestyle discipline where riders perform difficult tricks while getting the highest amplitude off jumps, with an emphasis on performing different tricks rather than just one great trick.



WAKEBOARD

Size: 200m x 40m (660ft x 130ft)

A combination of Water Skiing, Snowboarding and Surfing skills. Thanks to the cable systems now available, riders can travel at over 40km per hour... in the middle of a city!



BMX FLAT

Size: 15m x 15m (50ft x 50 ft)

Flatland is freestyle BMX performed on a smooth, flat surface. Tricks are executed by spinning and balancing on the bike in a variety of consecutive moves.



BRINGING THE REGION TO LIFE THROUGH SOCIAL COHESION, TOURISM DEVELOPMENT & ECONOMIC OPPORTUNITIES

HOST CITY BENEFITS

**SPORT TOURISM
IS A NEW NICHE.
THE FISE WORLD
SERIES CAN GREATLY
CONTRIBUTE TO YOUR
CITY'S & COUNTRY'S
MARKETING & BRANDING
STRATEGIES.**

ECONOMIC IMPACT

A recent economic impact assessment, carried out by Languedoc Roussillon Sport Emploi Tourisme (LR SET), found that the total expenditure generated by the event attendees reached €15 million (full details in the Economic Impact Assessment brochure). In other words, each €1 invested represented a positive impact of €23 for the city. LR SET has been purposely conservative with the study, as this estimate does not include value of local sponsorship and media exposure. These direct economic benefits were generated by:

- Commercial accommodation
- Food & beverage
- Transportation
- Shopping
- Leisure, recreation, cultural attractions

AUDIENCE EXPECTED IN YEAR 1

To understand this positive impact and organize at best a FISE World Series event, here are the audience expected and the estimated number of overnight stays generated by the event.

AUDIENCE	EVENT ATTENDEES	OVERNIGHT VISITORS <i>(in commercial accommodation)</i>	NUMBER OF NIGHTS	TOTAL (#OF NIGHT)
<i>International participants (riders & their relatives, press)</i>	250*	250*	4	1,000*
<i>Local participants</i>	300*	150	4	600
<i>Spectators</i>	30,000**	10,000	3	30,000

TOTAL : 31,600

*Based on 4 disciplines
**per day

HOSTING THE FISE WORLD SERIES BRINGS CITY- & NATION- WIDE EXPOSURE THROUGH EXTENSIVE MEDIA COVERAGE PLUS THE OPPORTUNITY TO SHOWCASE CITY ASSETS (CULTURAL/NATURAL BEAUTY...).

MEDIA EXPOSURE

All FISE World Series events benefit from an international TV distribution handled by IMG, the media arm of the international sport and entertainment company, in over 200 markets worldwide.

Through our international communication plan, your city is promoted as a sports destination, attracting new youth audiences.

- In-house video team supports the production of live TV coverage
- International media distribution (IMG)
- International live broadcast (60-90 min /FWS finals)
- Viral digital strategy (1 million unique visitors + 2 million video views on FISE network)
- Social media (over 200,000 followers)

SOCIAL EVENT

Beyond the sports dimension, a FISE World Series event offers opportunities to connect and engage with fans and the local community, including:

- Free admission, no social exclusion
- Participation of local athletes at the FISE competition
- Free initiation to discover Action Sports
- Volunteers: involvement of local sport associations, clubs and students (universities, language schools...)
- Use of local resources (human/materials) for the smooth running of the event

GENERATION SHIFTS

FISE World Series aims to create a positive experience for participants & spectators by inviting them to 'Meet & Compete', 'Stay & Have Fun'. Teenagers and young people continue to seek out sports that are fun and contribute to social acceptance and personal identity. Action Sports appeal to new generations of fans, reflecting their tastes and lifestyles.

Action Sports values:

- Creativity and self-expression
- Freedom
- Not bound by rules, times or space
- Personal achievement, overcoming fear

ECO-FRIENDLY SPORT EVENT

FISE World Series relies on a strong and active selective waste and eco-conception policy. Our sustainable development is based on 5 principles:

- Use of recycled paper for printed communication
- Use of a preventive program against noise pollution
- Use of dry toilets and reusable glasses system for spectators, to avoid waste during the event
- Use of lean energy for Wakeboard traction (electric system, Sesitec 2.0)
- Use of removable riding facilities (steel/wood components)

FESTIVALS AND EVENTS ARE ONE OF THE FASTEST GROWING FORMS OF TOURISM

PROFITABLE LEGACY

Legacies can transform a community. Festival and Events are one of the fastest growing forms of tourism. They are becoming increasingly popular, and play an important role in economic, touristic and social development of cities and regions.

Hurricane Action Sports works towards this end and implemented a 3-year partnership with the Host Cities, allowing them to build on the reputation of FISE, draw inspiration from the success of the event, and benefit from media exposure in the long-run.

SPORT DEVELOPMENT

Playing host to a FISE World Series event gathering Professional and Amateur of Action Sports can leverage sport participation and lead to urban regeneration initiatives by:

- Increasing participation levels in Action Sports, hence generating interest in the city/region
- Revealing tomorrow's champions
- Encouraging healthier lifestyles through physical activity
- Shifting attitudes towards Action Sports
- Encouraging investment in sports facilities for the benefit of the youth & local communities
- Developing competitive skills: respect, loyalty, self-control, personal achievement

ECONOMIC BENEFITS & LONG-TERM EFFECTS

Staging a major sporting event for 3 consecutive years leads to further direct and indirect economic benefits.

- Tourism & international exposure provide valuable publicity for City (global audience reach)
- Opportunity to turn spectator loyalty into customer loyalty leading to increased tourism outside the FISE World Series
- Reflect an economically dynamic & culturally vibrant city
- Enhance & build new workforce skills: training for volunteers, exchanging know-how & best practice in event management & planning

COMMUNITY ENGAGEMENT

FISE World Series generates interest in Action Sports and leaves lasting impacts on the city and its residents. Legacies include:

- Strengthening of regional values and traditions
- Increasing local pride, community spirit and unity
- Educating the youth for employment through our volunteering program and contributing to their personal development
- Encouraging students/first-time attendees/volunteers to participate in future city events
- Developing a portfolio of sport & cultural events all year round



FISE World Andorra, June 2014 Summer legacy

TOGETHER WE CREATE, DELIVER & CAPTURE VALUE

Hurricane Action Sports strives to deliver the best event to your city, with an economic model that provides a great opportunity for return on investment.

There are 2 ways for organizing a FISE World Series in your city:

1. Event organization & specification (VIK) shared between Hurricane and the Host City as described in the tables below.
2. Full event package: Event Management & Event Specification taken care off by Hurricane Action Sports (except Event Venue and Local Communication Plan to be provided by Host City).

Specification detailed in the Bidding book. Costs estimate provided upon request

HOST CITY'S RESPONSIBILITIES

TECHNICAL ASPECT

*Event venue
VIP/Sponsor areas (advised)
Electricity, lighting & sound system
Safety barriers
Specific requirements depending on discipline chosen
Site clean-up (before, during, after event)*

HUMAN RESOURCES

*Security staff
Medical staff
5 paid workers /discipline
Volunteers*

LOCAL MEDIA PLAN

*Local communication plan
Media conference room (advised)
Press room*

TRANSPORT

*International flight tickets per discipline:
- 20 Pro athletes
- 6 FWS staff
Shuttles from hotel to event venue*

ACCOMMODATION & CATERING

*Accommodation for international Pro athletes,
FISE staff, judges
Catering for international Pro athletes, FISE staff,
judges, volunteers & paid workers*

HURRICANE'S RESPONSIBILITIES

PROJECT MANAGEMENT

*From start to finish
Logistics
Event layout*

SPORT MANAGEMENT

*Management of competition
Management of entertainment program
Management of free initiation sessions for the
public
Official Judges & Master of Ceremony appointments
Awards & Prize Money
Live Scoring*

ATHLETE BOOKING & MANAGEMENT

*International Pro athletes attendance
Registration & management of Amateur athletes*

INTERNATIONAL MEDIA PLAN

*Global Communication FISE World Series
Advertising campaign of FWS event (pre- /post-
event)
Press relations
Logo design
Flyer/poster creation*

VIDEO PRODUCTION

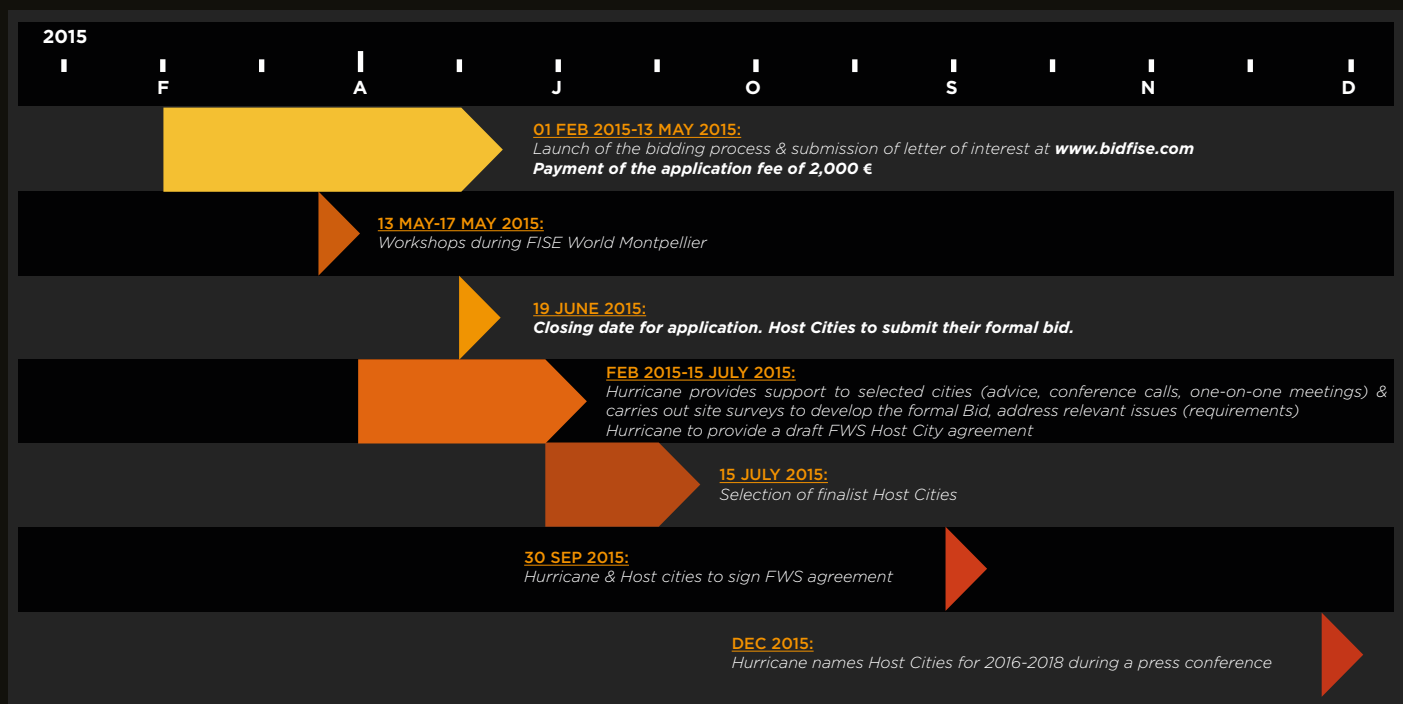
*Production & diffusion of 2x26 min Ready-to-
Broadcast program (IMG network)
Live streaming of finals, teasers, highlights,
Best Of videos*



FISE World Malaysia, December 2014

BIDDING TIMELINE

HOSTING PERIOD 2016-2018





FISE World Chengdu-China, October 2014

BUDGET

**THE HOST CITY CHOOSES
A MINIMUM OF 4
DISCIPLINES.**

FISE World Series is a cross-over event combining several action sports in one unique location. This event concept has driven the success of FISE and is its signature.

MANDATORY

RIGHTS FEES

- FISE marketing rights
- 50 % branding space on the FISE World event
- Exclusive local TV rights opportunity

200 000 €

VIDEO PRODUCTION & BROADCASTING

Live TV, Live Scoring, 2x26min TV program (IMG), Best Of, Teaser, Highlights

240 000 €

SUB TOTAL : 440 000 €

DISCIPLINES

- Infrastructure rental included (transport, set up & take down)
- Technical staff included
- Prize money included (40 000€/sport)

BMX PARK <i>Option Roller (on BMX park)</i>	120 000 € + 70 000 €
ROLLER SLOPESTYLE <i>(on dedicated park)</i>	120 000 €
SKATEPARK	120 000 €
MTB SLOPESTYLE <i>Area shaping included</i>	140 000 €
WAKEBOARD <i>- Artificial pools included</i> <i>- Cable systems included</i> <i>- Obstacles included</i>	120 000 €
SPINE RAMP BMX <i>Option Roller (on spine ramp BMX)</i> <i>Option Skate (on spine ramp BMX)</i>	110 000 € + 70 000 € + 70 000 €
BMX FLAT	70 000 €

This budget does not include the specifications (VIK) to be provided by the host.

SUB TOTAL : from 320 000 €

TOTAL BUDGET : from 760 000 €

FISE WORLD SERIES 2014 OVERALL RANKING

BMX

1



Daniel DHERS
(Venezuela)

2



Alex COLEBORN
(UK)

3



Logan MARTIN
(Australia)

SKATEBOARD

1



Julien BECHET
(France)

2



Danny LEON
(Spain)

3



Douwe MACARE
(Netherlands)

ROLLER

1



Stephane ALFANO
(France)

2



Romain GODENAIRE
(France)

3



Julien CUDOT
(France)

MTB SLOPESTYLE

1



Thomas GENON
(Belgium)

2



Mehdi GANI
(France)

3



Daryl BROWN
(UK)

WAKEBOARD

1



Daniel GRANT
(Thailand)

2



Julian COHEN
(Canada)

3



Ben LECLAIR
(Canada)

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