

NO. **5**

The biggest danish winter event is now getting even bigger.

FROSTGUN

BY MICHAEL FUGMANN

All the **Information** you need about the **History** and **Concept**. The new and bigger **setup**. You will also find information on how to become a **Mediapartner** in the biggest Danish freestyle event. See you in Val Thorens for **Frostgun Invitational 2010**.

WEEK 13
27 MARCH to 3 april

NEW
FROSTGUN
INVITATIONAL
FACT SCHEET



The biggest danish freestyle event

Welcome to Frostgun Invitational

Welcome to the biggest danish freestyle event

Read more on page 2-3

How to become a partner

Learn what it takes to become a mediapartner

Read more on page 4

A bigger and better setup

This year Frostgun will be even bigger and better

Read more on page 5



Welcome to FGI

Frostgun history

► 2005 The idea

The idea behind FROSTGUN came back in 2005 and the event was held for the first time in February 2006. The FROSTGUN success continued in 2007 and 2008, and today it is considered the largest and most prestigious competition in the Danish freestyle-ski world.

► 2009 Bigger and even better

In 2009 we moved the event to Val Thorens, France where we had the largest setup ever build at a Danish event! The whole town was humming with the all famous FROSTGUN –vibe, and thousands of people showed up for the qualification runs in spite of blizzardish weather conditions.

► The after party

The afterparties were crazy and will undoubtedly become legendary. The presentation of the riders took place before 1500 people at Discotheque Malaysia and the FROSTGUN hype was enormous and shook the whole town of Val Thorens. Every year, we bring our own artist and entertainers all the way from Denmark, and this year Simon Jul, DJ Er Du Dum Eller Hvad? Tobias Dybvad, Uffe Holm and the award winning hiphop group Suspekt joined the partying FROSTGUNNERS in two parties who would both do well in running for Danish party of the year. And that is not just a fancy saying.

When we were younger, everybody wanted to be a superhero. To be the one who could lift the largest car or shoot the deadliest rays from their eyes. And of cause we all wanted to fight for the good guys. Superman is a an obvious choice for most kids.

The childish and dreamlike state, where one believes that one can truly fly, disappears with adulthood and all of the sudden your common sense sets up limitations for ones imagination. It comes to a state where you get embarrassed just for humming along when you are listening to your ipod in the bus.

But there are some people who don't worry about these things, no matter their age. These people are the true Supermen of our everyday lives. And FROSTGUN is an event created especially for those brave supermen. At FROSTGUN they are allowed to shoot fire, fly high, act all crazy and attract all the attention they want. FROSTGUN is for athletes who dare to be different

and who dare to be the one who flies highest and furthest. The event is all about motivating and inspiring one another by doing the things you do best.

And it works. The FROSTGUN events have always been dominated by great atmosphere, highflying freestylers and smiling people wherever your eyes come to rest. Every year we work hard to establish this arena for nowadays superheroes, but the crowd is loving every minute of it, and therefore we keep doing it. And if you are up for the task of letting out your inner superhero, then consider yourself invited!



Program

▶ Saturday:

10.00 - 23.00
Arrival day

▶ Sunday:

14.00 - 16.30
Training at the FGI kicker
Location: Stade de Slalom

21.00 - 05.00
Welcome party with presentation of the riders, DJ, concert
Location: Club Malaysia

▶ Monday:

16.00 - 19.00
Sunset photoshoot session on the FGI Kicker with the top six danes ride with the top 20 international pros. Combined photoshoot and training.

Afterski at the FROSTGUN Arena with DJ and BBQ
Location: Stade de slalom

▶ Tuesday:

09.00 - 15.00
Danish Open slopestyle
Location: Val Thorens snowpark

14.00 - 16.00
Training at the FGI Kicker

18.00 - 19.00
Prize ceremony for Danish Open
Location: Saloon Bar

▶ Wednesday:

12.00 - 15.00
FROSTGUN Invitational
The worldst top 20 athletes compete
Heads up for DKK 100.000,-
Picnic, DJ and BBQ
Location: Stade de slalom

21.30 - 05.00
Afterparty and Prize Ceremony
VIP Lounge, concert and DJ

▶ Thursday:

Bad weather day

▶ Friday:

Bad weather day

▶ Saturday:

Farewell day



Concept

FROSTGUN was created with inspiration from some of the biggest international freestyle events. Concept wise FROSTGUN is to be a cultural event that focuses on freestyle skiing, concerts and original afterparties.

In 2010 the concept will be fine tuned in a process where the last four years of experience is merged with some of the many new ideas that the development team comes up with every year. In other words, the show must be adjusted and the script has already been written!

The main idea is to turn Frostgun Invitational into one of the greatest competitions in Europe. We are going

to invite some of the best riders in the world, and therefore only the top three Danish athletes will compete with the international pros. In addition we will arrange a smaller competition called "The Danish Open" to witch another three Danish riders will be invited. At this event the six best Danish freestylers will compete for the newly introduced trophy which will become one of the most prestigious of the Danish freestyle scene.

Goals & Objectives

- ▶ present the FROSTGUN-concept to as many people as possible.
- ▶ make FROSTGUN a "must see" event for the target group 12-30 year olds.
- ▶ make FROSTGUN the greatest and best Danish event.
- ▶ create a marketing platform for sponsors.
- ▶ further strengthen the popularity of freestyleskiing and snow boarding.
- ▶ entertain everybody with an interest in freestyleskiing and snow boarding.
- ▶ make FROSTGUN one of the largest freestyle events in Europe.
- ▶ make the most spectacular Danish freestyle event.

Mediapartner FROSTGUN

Target group

▶ Target group

Primary target group:

12 - 30 year olds with an interest in the sport, lifestyle and culture.

Secondary target group:

10 - 45 year olds with a modest interest in skiing or the performing artists/activities.

▶ Visitors

Primary visitors:

3.000 lucky Danes who happen to stay in Val Thorens during the Frostgun week.

Secondary visitors:

50.000 - all the visitors in Val Thorens during the Frostgun week.

In cooperation with our media partners, we are going to continue the development of the Frostgun concept. It is the only of its kind with a strong Danish team behind it, and therefore it represents a massive boost for the Danish ski and snowboard scene.

Through extensive press attention and an optimal poly medial campaign (on/offline and print) the team is going to further improve the FROSTGUN concept. This will undoubtedly strengthen the focus on freestyle skiing and snowboarding in Denmark.

Together with our media partners we want to transform the event into an epic week of international proportions. The athletes that are a part of FROSTGUN already have their own sponsors and are promoted as “rock stars” in the freestyle culture. Therefore, the exposure of Frostgun as a cultural phenomenon is linked to the riders personal “coolness”, and this iconic way of

promoting works very well in relation to our primary target group, the 12-30 year olds, who are children of a highly mediated “MTV world.” We work with a wide target group due to the fact that every year, nearly one million Danes travel to destinations where snow activities take place.

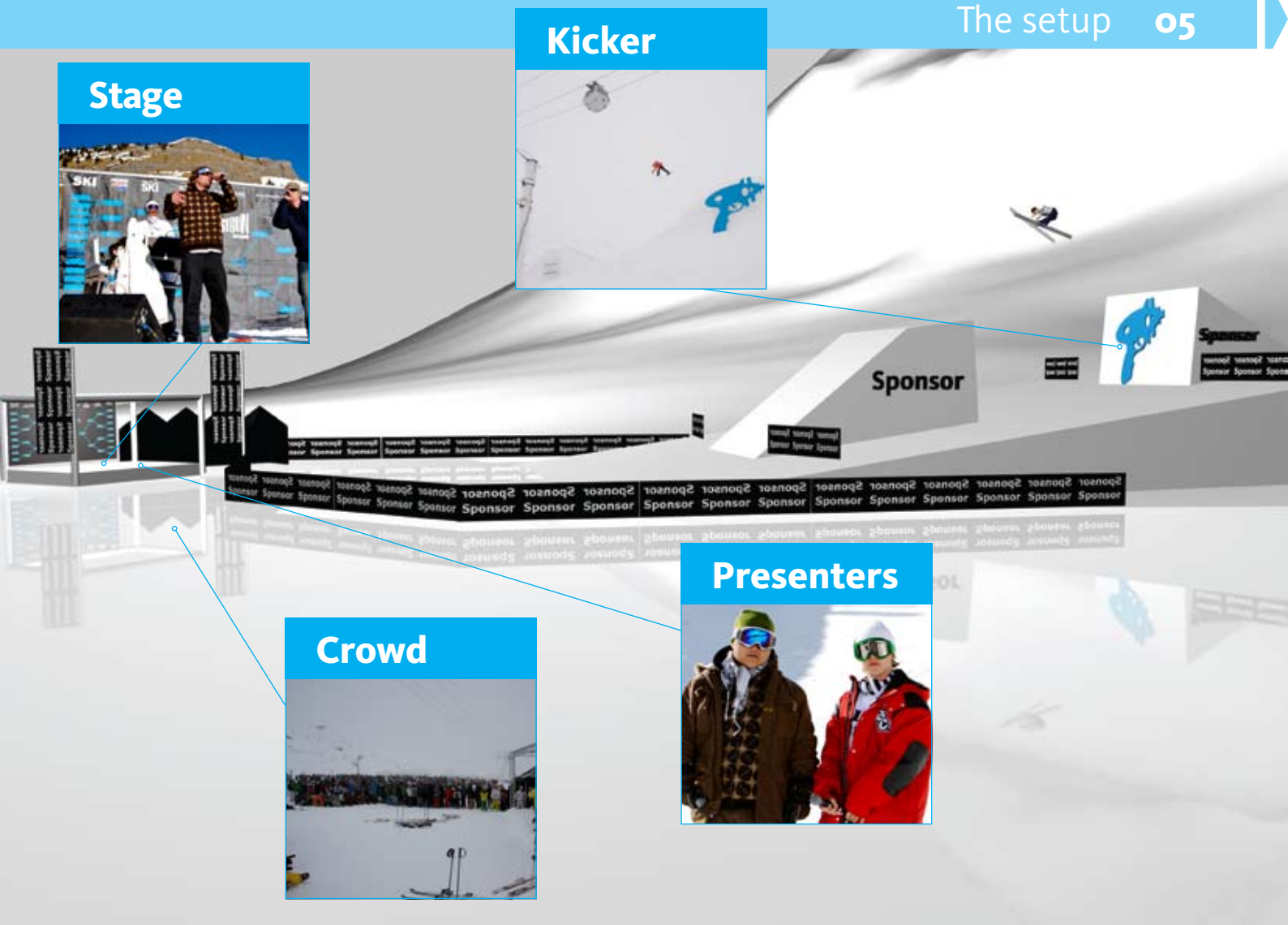
Therefore the number of interested people is potentially enormous. We know that the demand for first class snow entertainment is there and this year, we are going to make sure that the terms FROSTGUN and freestyle will be permanently imprinted into the minds of the many thousands of Danish ski and snowboard enthusiasts.



Promo timeline

September	Oktober	November	December	January	February
A collaborate campaign between Frostgun and sponsors begins at 5 specified high schools.	Freestyle Academy. It's a very good communications platform when it comes to addressing the Danish freestyle scene.	Promo through Frostgun in Copenhagen.	Campaign in retail using Frostgun Store cph. and sponsors as platforms.	The Frostgun magazine is distributed at 100 high schools all over Denmark.	Preview through Frostguns media partners.





Stage



Kicker



Presenters



Crowd



Invited athletes

TJ Schiller (CA), Jacob Wester (SW), Pep Fujas (USA), PK Hunder (NO), Andreas Håtveit (NO), Tom Wallisch (USA), Phil Cassabon (CA), Henrik Halaut (SW), Simon Dumont (USA), Hans Jakob Brandt (DK), Dennis HannesBo (DK), Oscar Sherlin (NO), Laurent Favre (FR), Jon Olsson (SW), WILD CARD (FR), WILD CARD (FR), WILD CARD (FR), Top 3 Danish Open, Top 2 Danish Open, Top 1 Danish Open

Artists

Presenters: Simon Jul and Peter Falktoft

DJs: DJ "Er Du Dum Eller Hvad?", Thomas Madvig and Trentemøller

Bands: Suspekt, Veto or MEW and L.O.C.

Frostgun crew

Head of concept

Michael Fugmann

Head of graphics

Laust Pedersson

Head of PR

Tobias Bukkehave/Silvan (Val Thorens)

Head of competition

Michael Fugmann


Head of work crew

Toke Winter

Head of artists

Simon Jul



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