



The Action Sports Market

Active Marketing Group helps you go to the extreme with action sports enthusiasts.

This document has been designed to provide you with:

- Background information on the industry
- An understanding of why these consumers are important
- Programs & Promotions that can help you reach them

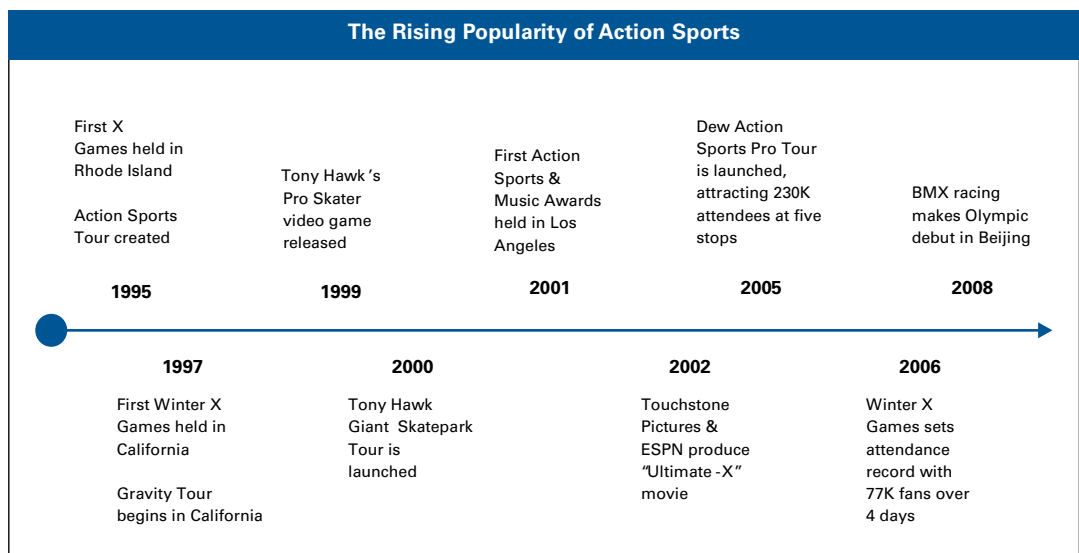
What started as a niche activity defined by rebellious youth performing outrageous stunts, action sports have now firmly entrenched themselves in the threads of American society. This year more than 22 million athletes will participate in “extreme sports” like skateboarding, BMX riding, surfing, and snowboarding.

As recently as 15 years ago action sports had little to no presence on the national stage. Participants were labeled as delinquents and were chastised for their unconventional use of public spaces. That perception began to change in mid 1990s as the youth of America became enchanted with these counter-culture, non-traditional sports and the daring enthusiasts that participated in them. Driven by athletes who constantly test the boundaries of impossible, action sports culture is now a mainstream lifestyle that heavily influences billions of dollars of consumer spending.

Advertisers are using action sports as an effective way to keep their brands “cool” in the minds of America’s youth. These consumers are wary of traditional marketing tactics but are receptive to brands that truly embrace and support their culture. Action sports participants are strong influencers within the 12- to 28-year-old demographic, and marketing savvy companies are finding innovative ways to connect with them. Brands like Mountain Dew, Panasonic, Toyota, and Right Guard are examples of the wide array of industries that are making significant investments to reach action sports enthusiasts. By partnering with Active, companies can gain access to this market in a way that captures the spirit of these participants.

“Skateboarding is a lifestyle, not a recreational sport or hobby.”

- Pro Skater, Rob Dyrdek



Action Sports Facts and Figures

Why Action Sports Enthusiasts are Attractive to Marketers

Skateboarding is by far the most popular action sport with 12 million Americans who participate each year and 4.7 million frequent participants who skate more than 30 days per year. 80% of skateboarders are between the ages of 7 and 17 with an average age of 14. Over the past ten years skateboarding has also seen increased acceptance by households that earn more than \$75K per year. 38% of skateboarders come from such households compared to 23% in 2000 and 15% in 1995. Like the other action sports, skateboarding is predominantly male at 75%.

Snowboarding has also experienced incredible growth over the last 10 years. There are now 6 million participants in the U.S., of which 2.5 million ride more than 10 days per year. Also attracting a young demographic, 60% of participants are between the ages of 17 and 24 with an average age of 19. Snowboarding is also moving up the income scale with 42% coming from households with income above \$75K versus 26% in 2000.

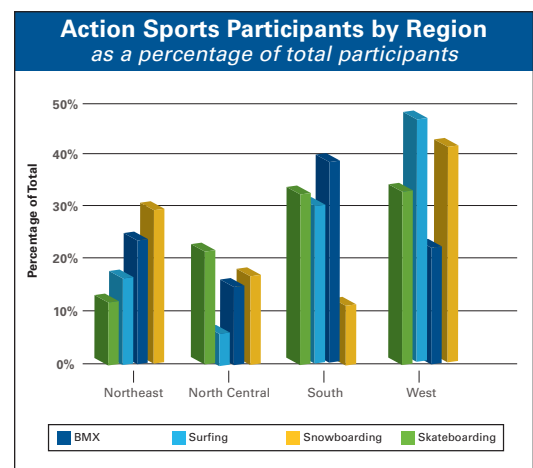
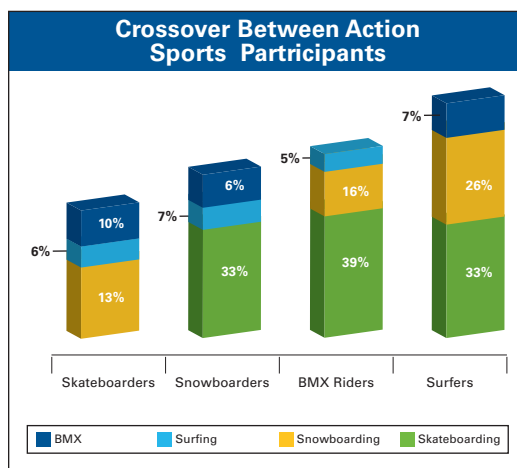
Surfing has natural similarities with skateboarding and snowboarding, however the need for ocean waves severely restricts participation. Despite this, surf culture and lifestyle has perhaps the strongest influence on mainstream society of all action sports. There are 1.1 million surfers in the U.S. of which 700,000 are frequent participants who get into the water more than 20 days per year. Almost 50% of surfers are between the ages of 12 and 24, however participation is much more evenly distributed than the other action sports. 50% of surfers have a household income above \$75K and the sport has been increasingly accepted as status sport like golf or tennis within some regions.

The only non-board sport in this group, BMX riding, comes in three different forms; racing, freestyle, and dirt jumping. There are 2.6 million participants in the U.S. and 700,000 who ride more than 52 days per year. Additionally, 400,000 enthusiasts ride more than 100 days each year. 70% of participants are under the age of 24 and only 12% have a household income above \$75K. BMX racing will also be an Olympic sport for the first time in 2008 in Beijing.

Three out of five U.S. teenagers watch extreme sports.

There are more than 300 action sports competitions around the world each year, generating \$100 million in media investment.

There are an estimated 1,800 skateparks in the U.S., up from 200 in 1996.



Action Sports Facts and Figures

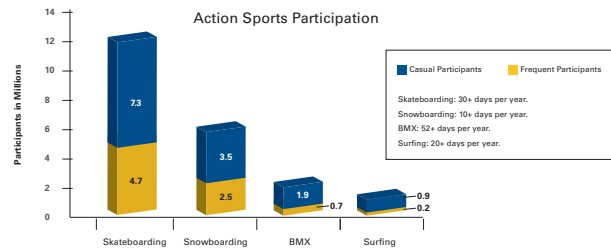
Since 1995 snowboarding has experienced 160% growth in total participation and a 257% increase in frequent participation. Skateboarding has seen increases of 160% and 213%.

Skateboarding: 12 million total skaters and 4.7 million frequent participants.

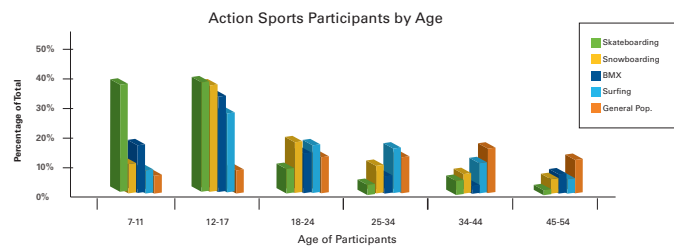
Snowboarding: 6 million total boarders and 2.5 million frequent participants.

BMX Biking: 2.8 million total bikers and 700,000 frequent participants.

Surfing: 1.1 million total surfers and 900,000 frequent participants.

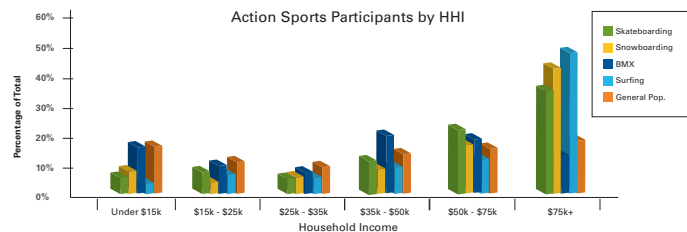


With young, influential participants, action sports are the perfect vehicle for marketers targeting American teens.



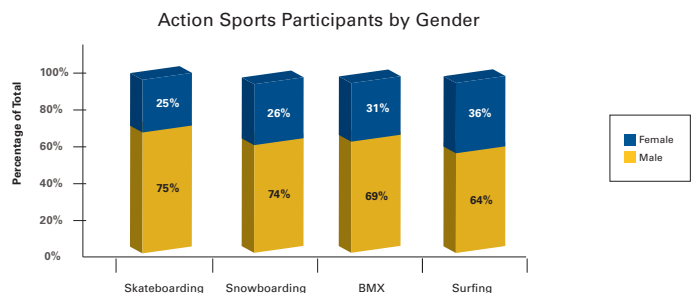
Action sports generate \$12.1 billion in annual U.S. retail sales, including \$1.5 billion in skate shoes alone.

As action sports have grown from niche to mainstream, participants have increasingly come from higher income homes.



The IASC has designated June 21 national "Go Skateboarding Day."

There are nearly 3 million more female skateboarders and snowboarders than in 1995.





Connecting with Action Sports Enthusiasts

Active Marketing Group provides Insight and Access to Active Lifestyle Consumers

Active Marketing Group is the only marketing and promotions agency that reaches and interacts with thousands of action sports enthusiasts on a daily basis. We know where they spend time and what gets them engaged. As part of The Active Network, Active Marketing Group has direct access to hundreds of skate parks, action sports facilities surf spots and snowboarding parks that can be activated for event and peer-to-peer marketing programs. With national reach and years of experience developing programs that engage at the local level, we help put brands front and center with this committed community of athletes.

Our Success Stories

Over the years we've activated marketing programs that reach participants on behalf of leading brands, including:



Strategic Industry Partners



The Active Network



Partner Testimonial

"The Slim Jim Banners, Posters and Stickers are still everywhere at our track. Slim Jim has been a part of our track all season long. The promotion is going great and there is much excitement from our riders... each wanting to have that one great snapshot. Thanks again for the opportunity to compete in this"

-Lay Industrial BMX, Toledo, OH

Reaching Action Sports Enthusiasts Online

The Active Network includes leading online destinations active lifestyle consumers. Through advertising, custom sponsorships and destination mini-sites, brands can connect with consumers as they are searching for new activities, watching videos and connecting with their peers.

Active Network Advertising Opportunities
Standard IAB Units including Rich Media
Newsletter Communications
Promotional Emails

Active Network Web Sites that reach Action Sports Participants

100 million monthly page views
5 million monthly unique visitors
15.3 million registered users
2.1 million opt-in email addresses
16.2 minutes average user session
\$47.75 average online transaction

Reaching Action Sports Enthusiasts Offline

From turnkey event marketing to sampling that supports a new product launch, our relationships with hundreds of facilities across the country make it possible to develop integrated programs that have a fresh, measurable impact.

Sampling & Promotions

Hundreds of event and facility partners
Capacity to Distribute over 500,000 Samples
Geo-targeting

Event & Sponsorship Activation

Sponsorship Negotiation
Staffing & Turnkey Event Management
National Promotional/Activation Platforms

Grassroots & Peer-to-Peer Marketing

Sponsored Ambassador Teams
Sports Specialty/Retail Programs
Seminars/Promotions

Research & Consulting Services

Online Research Studies
Focus Group Recruiting
Product Testing



Active Marketing Group was named by Promo magazine as one of the leading promotions agencies from 2004 through 2007.