



HOW CORE EVENTS DRIVE SUSTAINABLE SUCCESS

WORLD TOURISM ORGANISATION (UNWTO)

ANDORRA - 2016

WE ARE SCOTT SPORTS



WE ARE GLOBAL

It takes global resources, global personnel and global experience to have a global presence. With a heritage born in Sun Valley, Idaho, a heavy European engineering influence, worldwide production capabilities and centralized organization from headquarters in Switzerland, SCOTT Sports has proven that success doesn't just come from expanding around the globe, it comes from continually learning what's important to people on a local level.

06

4
SPORTS

21
NATIONALITIES

800
EMPLOYEES

82
MARKETS



10,000
PRODUCTS

SWISS
HEADQUARTERS

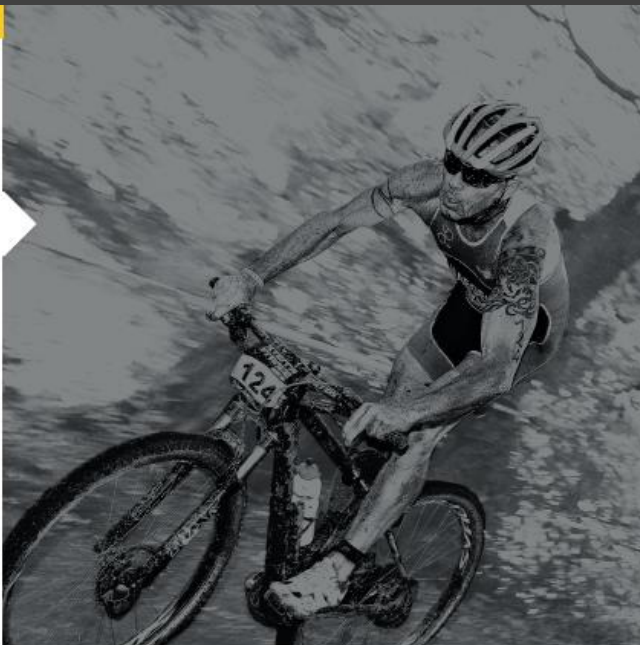
30,000
DEALERS

WE ARE AUTHENTIC

Some things at SCOTT Sports have always been, and will always be. From the first ski pole to the latest TT carbon fiber technology, we believe that the most important innovations can't take place unless you immerse yourself in the work. Luckily for us, work and play are basically the same thing. A walk around our offices will tell you more about SCOTT Sports' dedication to our craft than any catalog spec sheet. It's not a name. It's who we are.

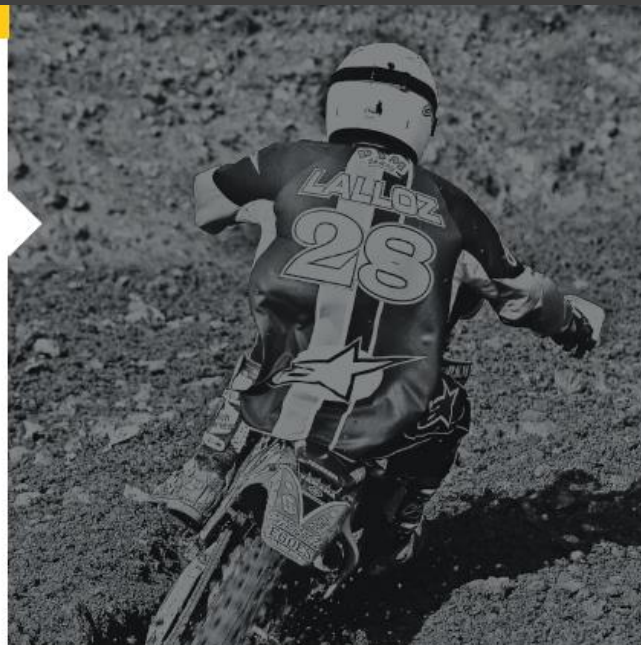
“I’ve spent 27 years with the SCOTT team and loved every moment of it. Being surrounded by passionate people keeps me open-minded, young, fit and motivated for both the job and my favorite sport.”

-PETER NAEGELI
SENIOR ART DIRECTOR



“I retired from racing in 2005 and started working for SCOTT right away. Trading days of training and racing for days in an office was a scary idea. But I still spend so much of my time on a bike testing products and living the sport. There’s not a lot of places like this.”

-MATTHIEU LALLOZ
MOTOSPORT EXPORT MANAGER




“It’s a nice feeling to know that we are able to talk about products not because we read about them in a catalog, but because we were all out riding on them that day.”

-SARAH MERMINOD
SOFTGOODS MARKETING COORDINATOR



“There’s a pride you get from accomplishing something as a team that you can’t as one person. There are so many driven and talented people and we’re all working toward the same goal. It’s a really egoless place and that makes it easy to focus on whatever the challenge is.”

-BEN WALKER
PROGRESSIVE BIKE MARKETING
& PRODUCT COORDINATOR



WE ARE RISK TAKERS

You can't achieve the benefits that come with freedom and exploration without embracing risk. We didn't become an industry leader by accepting the status quo and just tweaking the previous year's versions of the same products. In this industry, it's easy to fall into a sea of sameness. Consistency is important but with the amount of technology and brainpower at our disposal, we'd be foolish not to take chances – not just improving products, but reinventing them.

26/

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“Our successes haven’t come from just a desire to keep up with our competitors. If you’re not willing to step outside your comfort zone and take chances, you’ll never experience breakthroughs.”

- Beat Zaugg / President





MASS VS CORE EVENTS,
WHAT VALUE ARE YOU SEEKING?

—

MASS VS CORE



OBJECTIVE

Financial ROI VS Image



INVESTMENT

Do you bring cash or expertise ?



LONG OR SHORT TERM VISION

Quick cash or become a reference in the industry



LEVEL OF INVOLVEMENT

What amount or which internal resources you allocate to it.

**THE GOAL IN CORE EVENTS IS TO BUILD SOMETHING FOR THE SPORT
AND NOT ONLY BE A SPONSOR.**

KEY TO SUCCESS



« TO SPONSOR OR NOT TO SPONSOR »

Know your goals and ensure that event sponsoring is the right tool for your brand.

« PLAY WITH YOUR OWN CARDS »

Not having the resources to sponsor a world class event, doesn't mean you can't sponsor or build a successful event.

« VISION OUTSMARTS MONEY »

Have a long term strategy, with KPI, and share it with all stakeholders to all work towards the same goal. A goal that benefits to ALL of you.

« BUSINESS IS PEOPLE »

Identify the right people to talk to and who you need to work hand in hand with. No great success ever came from a one man show.

« THE ART OF GOOD BUSINESS IS BEING A GOOD MIDDLEMAN »



INTRAPRENEURSHIP

Find what brand related special ingredient will create the event's USP.

THE FANTASTIC 4

« GREAT THINGS IN BUSINESS ARE NEVER DONE BY ONE PERSON. THEY'RE DONE BY A TEAM OF PEOPLE ». STEVE JOBS





SCOTT ELS 2900 ALPINE RUN - VIDEO



SCOTT ELS2900 ALPINE RUN

FACTS ABOUT EVENT SPONSORSHIP



STEP 1

Found out what the event needed that only SCOTT could provide :

- pro athletes
- technical equipment
- exposure



STEP 2

- create visual and sharable content (professional mountain photographers and movie makers)
- Integrate content in brand communication



STEP 3

- Invite global athletes and global media partners to experience the magic of the event
- invest in the USP of the event
- Strengthen relationship between the F4



STEP 4

- Broadcast the event on TV
- Create or join a global series
- Keep initial values of the event

SCOTT ELS2900 ALPINE RUN

GROWTH PERIOD



THE FUTURE

1

PROOF OF
CONCEPT

2

VALIDATION
AND GROWTH

3

MAKE HISTORY

WE ARE PARTNERS

20 YEARS. ALREADY.

TIME IS RUNNING, BUT AT SCOTT, WE ARE PROUD TO COMBINE OUR LOYALTY TO OUR ROOTS, OUR AUTHENTICITY AND OUR NEVER-ENDING INNOVATIVE PASSION. WE ARE NOT INVOLVED IN FREERIDE BECAUSE IT IS A TRENDY MARKET; WE ARE INVOLVED IN FREERIDE BECAUSE IT IS PART OF OUR DNA. BACK-

COUNTRY, DEEP POW AND RISK TAKING IS WHAT MAKES US, YOU, OUR CUSTOMERS FEEL ALIVE. IT'S WHAT KEEPS OUR HEART BEATING, WHAT KEEPS US DREAMING. THIS IS WHY IN 1996 WE WERE NATURALLY AMONG THE FIRST TO SIGN A PARTNERSHIP WITH XTREME VERBIER AT THE EVENT'S BIRTH, AND AT THE TIME WHEN IT WAS STILL DEDICATED ONLY TO SNOWBOARDING.

20 YEARS. ALREADY.

SCOTT is proud to have been among the pioneer partners of the first Xtreme Verbier.

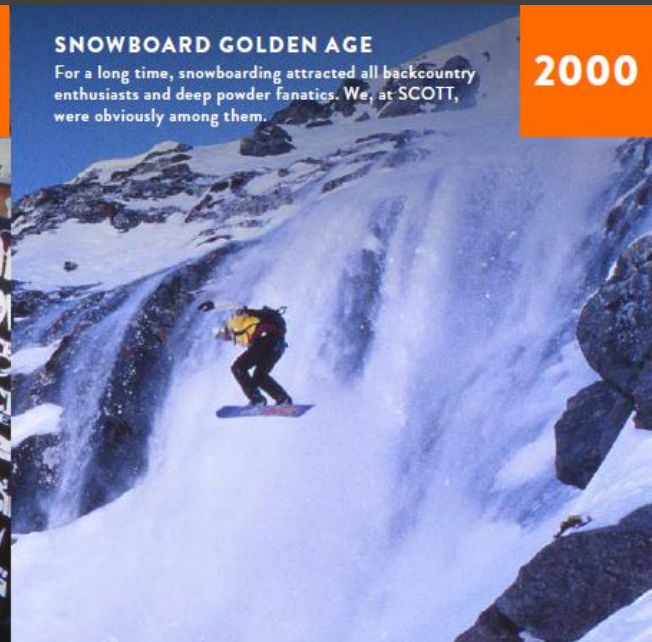
1996



SNOWBOARD GOLDEN AGE

For a long time, snowboarding attracted all backcountry enthusiasts and deep powder fanatics. We, at SCOTT, were obviously among them.

2000



RISE OF FREESKIING

In 2004, freeskiers appeared in the contest, starting the freeskiing era, resulting in numerous product innovations for this new segment.

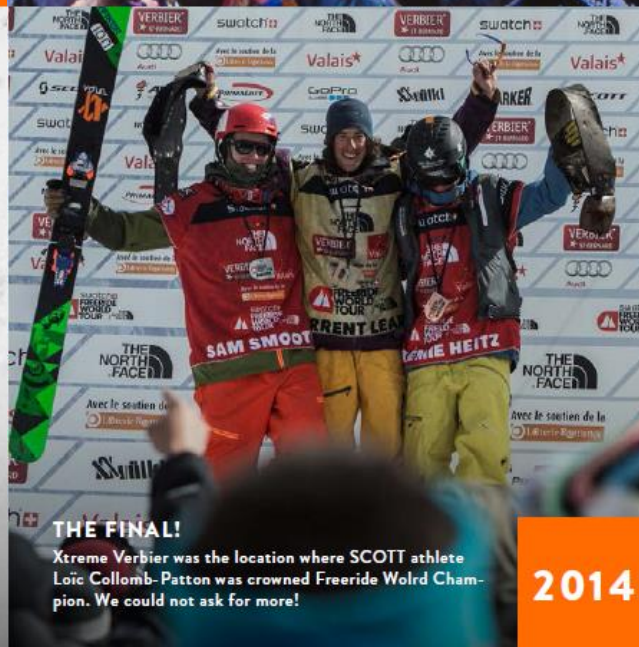
2004



FREERIDE WORLD TOUR

Xtreme Verbier is now part of the Freeride World Tour.

2008



THE FINAL!

Xtreme Verbier was the location where SCOTT athlete Loïc Collomb-Patton was crowned Freeride World Champion. We could not ask for more!

2014



20 years later, with a full line-up of innovative head-to-toe freeride-centric products, as well as with numerous amazing athletes, SCOTT is still a partner to this amazing international event, making it our longest partnership.

20 years of staying ahead of new trends, leading them by following our feelings and creating breakthrough products.

Let's pursue this story, feel the anguish and joy, defeats and glorious moments.

Let's continue to explore new ideas, to take risks, to design and influence our products in order to improve someone's experience in the mountains.

SCOTT Sports x Verbier Xtreme.

20 years. Already. That's a long story.

NO SHORTCUTS.

2015



NO SHORTCUTS