



Tignes Airwaves

FROM 9 TO 13 JANUARY 2006

IS BACK...



Aims :

- To keep the european leadership européen in the alternatives sports
- RasTo rallye the top of the planet's riders, to ensure the top of the competitions



Dauphiné libéré, 9-02-05
Tignes, référence alternative

«Rapide, spectaculaire, envoyant des jumps énormes, **le tracé a fait l'unanimité** auprès de tous les pilotes présents.»

Ride It, février 2005

Mission : HIGHER, BIGGER, MORE NICE AND MORE MEDIA

INVITATIONAL FORMULA

▪ Invitational formula :

The greatest riders of the planet are invited, and their team manager

INCREASING PRIZE MONEY

For the record in 2005 : more than **70 000 €** earned

IN 2006 : more than **105 000 €** GUARANTEED (+50 %)

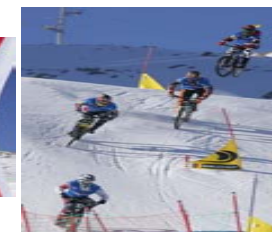
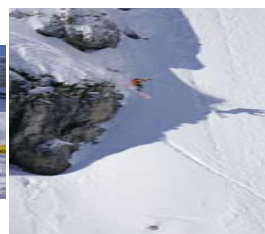


Invitational competition : The organisation committee keeps the right to make a selection in the heart of the proposals

PROGRAMME



	MATIN	APRES MIDI	SOIREES
SUNDAY	Arrivals	Slope Style trainings	
MONDAY	Slope Style 11.00 am - 01.00 pm	Half Pipe trainings	Concert and demo "the wall" 6.00 pm
TUESDAY	Qualifs Half Pipe 11.00 am - 01.00 pm	time trial SuperX 2.00 pm - 5.00 pm	Half Pipe finals 6.00 pm
WEDNESDAY	1/2 finale - finale SuperX 11.00 am - 01.00 pm	<i>UltraX</i>	Evening show SALOMON
THURSDAY	Freeride à partir de 11h	Air demo Soul Flyers & Fly Ski	Motor show trainings
FRIDAY	4X VTT qualifs from 9.00 am		Motor show 6.00 pm



EVERY NIGHT : PARTNERS PARTIES

NEWS : AUDACIOUS !



New in Europe

▪ **Freestyle MX competition** : The most cracked bikers will come to jump a crazy big air.

Backflip, cancan, superman seat grab ...enough to take the eyes full

▪ **Ultra-X** : team race with a departure of 4 pers. in a line, on a course made of modules, banked turns and moguls. Each team will be made of 2 boys (1 ski + 1 snowboard) and 2 girls (1 ski + 1 snowboard).

▪ **THE WALL** : Snowy quarter, at the top of which a band will play a concert live !!!

Each rider will make crazy jumps and incredible figures by bouncing at 90° like « vertical limit »

TIGNES AIRWAVES #2

Présentation des "sites journées" au Val Claret

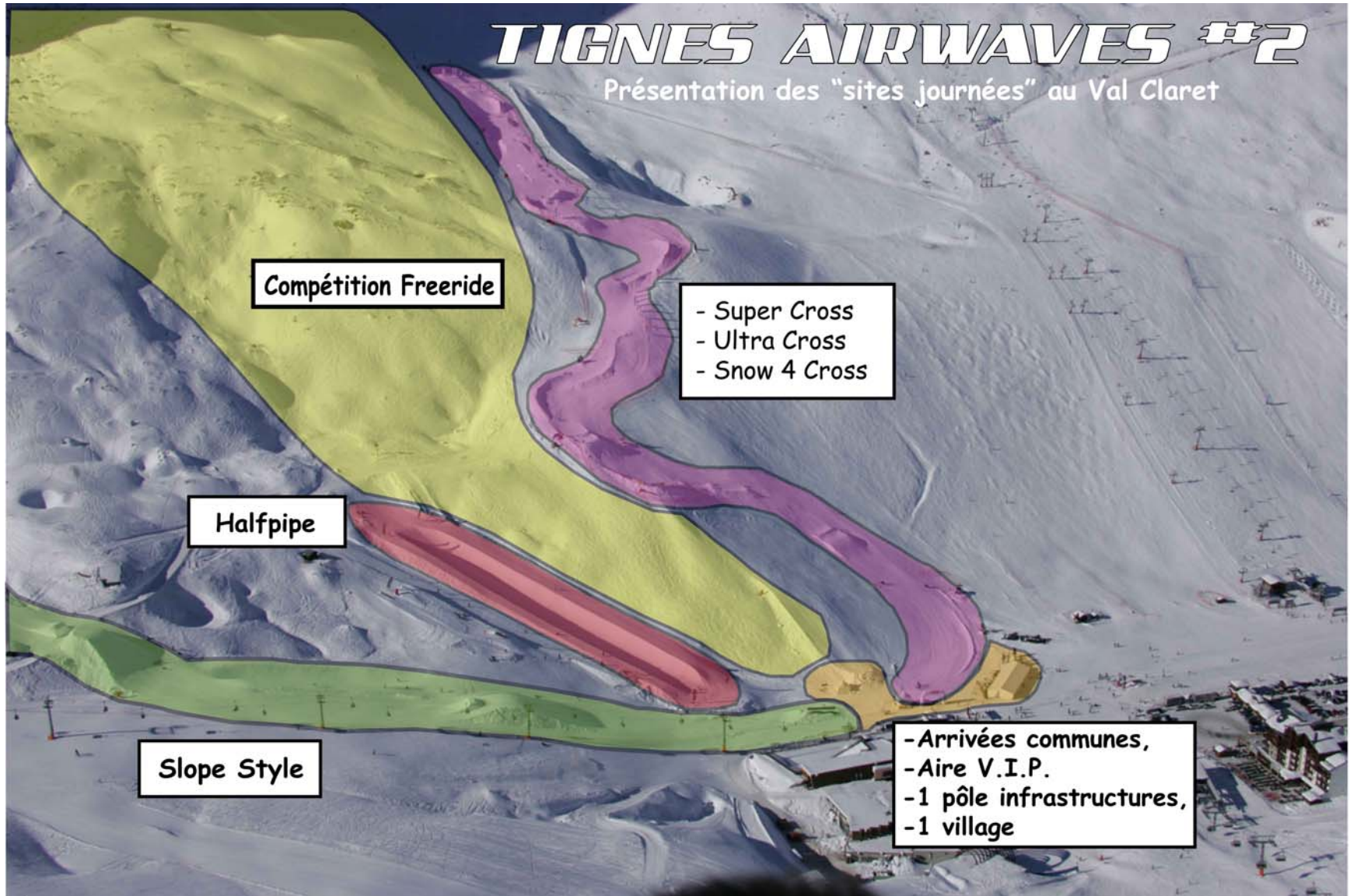
Compétition Freeride

- Super Cross
- Ultra Cross
- Snow 4 Cross

Halfpipe

Slope Style

- Arrivées communes,
- Aire V.I.P.
- 1 pôle infrastructures,
- 1 village



MEDIA PLAN 2006

AIM :

To reinforce the communication with a stronger teasing on sports media, but also large public and young

In negotiation :

TV FORECASTS : A more and more specialized programming...

- **Teasing one month before the vent**
- **Event broadcasting from 26 to 45 min, 3 TIMES A DAY**
- **Possibility to rerun the 2005 best off in case of bad weather**
- **Production of a best off 2006**
- **International diffusion : the targetted countries are**
 - **Great Britain**
 - **Netherlands**
 - **Belgium**
 - **Germany**
 - **Scandinavia**
 - **Spain**
 - **Italy**

EFFECTS 2005

About 13 h 30 min of TV

- On TF1 (News 8 pm, auto/moto, « va y avoir du sport »)
- On France 2 (télématin)
- On France 3 national informations (tout le sport)
- On France 3 Rhône Alpes (JT 19/20, JT 12/14)
- On France 3 Alpes (Direct JT 19/20, summary in JT 19/20)
- On M6 (advertisement program every WE during all winter season)
- On Sport + (5 times Infinidade, more than 11h30 of diffusion)
- On Eurosport France (Watts)
- On Eurosport International (Watts)
- On ITV (JT 12 h 30, JT 10 pm)



On the radio

- On Fun Radio (live shows every day and advertisement every day one month before the vent)
- On the R' network (advertisement spots in french and english on all the Tarentaise valley)

In print media : Not less than 32 magazines and newspapers have talked about the event

- **Ski / snowboard press** : Ski/Snow session, Skieur mag, Freestyler, Ski/Snow time, Ski Magazine, Fluid
- **Mountainbike press** : Vélo Vert, Vélo Tout Terrain, Big Bike, Ride it, VTT Magazine
- **MotoX and motor sports press** : MX Magazine, Moto Verte, Freestyle Motocross
- **Mountain / sport press** : l'Equipe magazine, Alpes Loisir hors série
- **General press, varied press** : Trans Faç, Dauphiné Libéré, TV 2 semaines, Figaro Etudiant, Jeune Mag, Aujourd'hui en France, Gala, l'Humanité, VSD, l'Informateur, Le Nouvel Epicier, Le Progrès, Ça M'intéresse

On line press : 7 information sites talk about us

- Skipass.com, Agoride.com, lofttv.com, gostade.com, snowscoot-mag.net, francevtt.com, elprofessor.com

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