

MEDIA KIT

ABOUT US

Slvsh was created in October 2014 by Olympic Gold Medalist Joss Christensen and Professional Skier Matt Walker. We noticed a need for simplicity in competition skiing. Traditional ski contests are decided by judges grading technicality and style.

The only problem is explaining the judging process to a lay-audience who wants to follow along. Most traditional sports are simple and understandable, e.g. the player got the ball across the line, in the net, down the hill the fastest, etc, or they didn't. Black or white, red or green.

We decided to remove our opinion of how hard we think other people's tricks are, or how pretty we think they are, and simply ask the question, "can the other player immediately land the same trick on the same feature?" Slvsh's goal is to make an easy-to-follow ski competition that people can understand and follow along, even if they don't necessarily ski themselves.



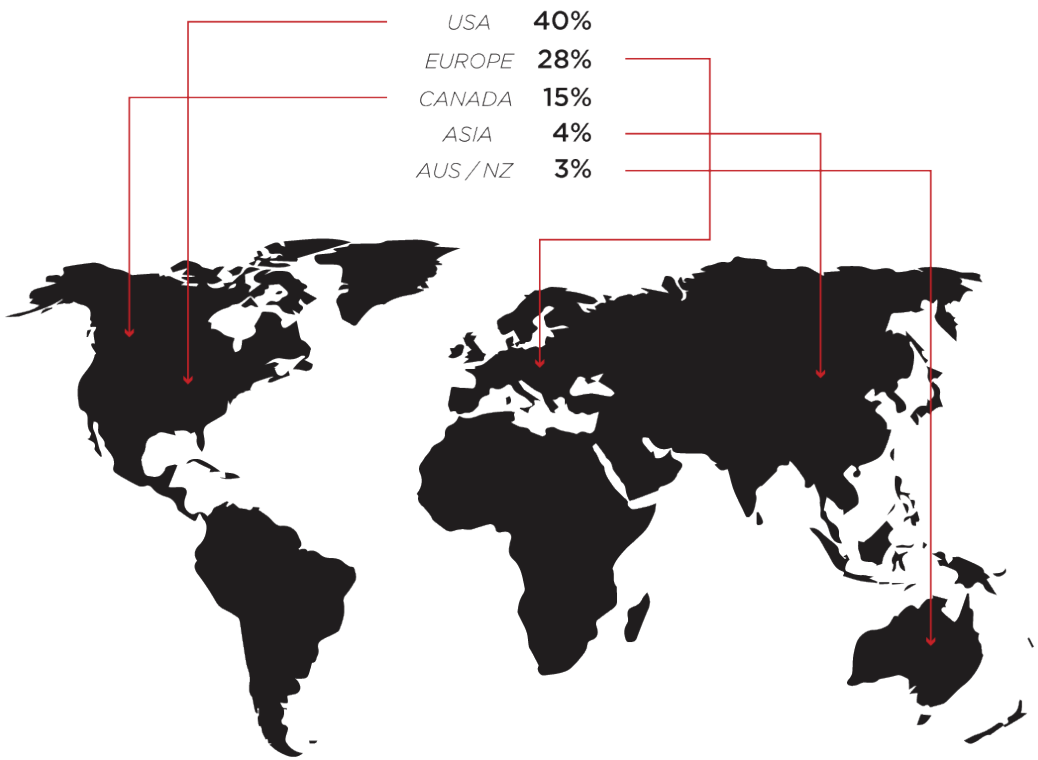
CONTENT CREATION

The by-product of this goal is an unrivaled amount of original ski content creation. We create the most content of any ski website. In the past 19 months, we've created 122 pieces of content, totaling 7.2 million views via five channels. We have the ability to not only put your brand's logo before and around a video, but we can also introduce your young athletes to fans, activate your focus athletes, and put your brand's gear in the focus of the game.



DEMOGRAPHICS

Today, there are 4.5 million skiers who identify themselves as Freeskiers, this is a 9.1% increase over 2013/2014. 68% of Freeskiers are under the age of 35. (2014/2015 SIA/Physical Activity Council Snow Sports Participant Study). 91% of our web traffic is 18-34 year olds from all over the globe.



www.SLVSH.com

59%	18 - 24
32%	25 - 34
91%	18 - 34

91% MALE

9% FEMALE



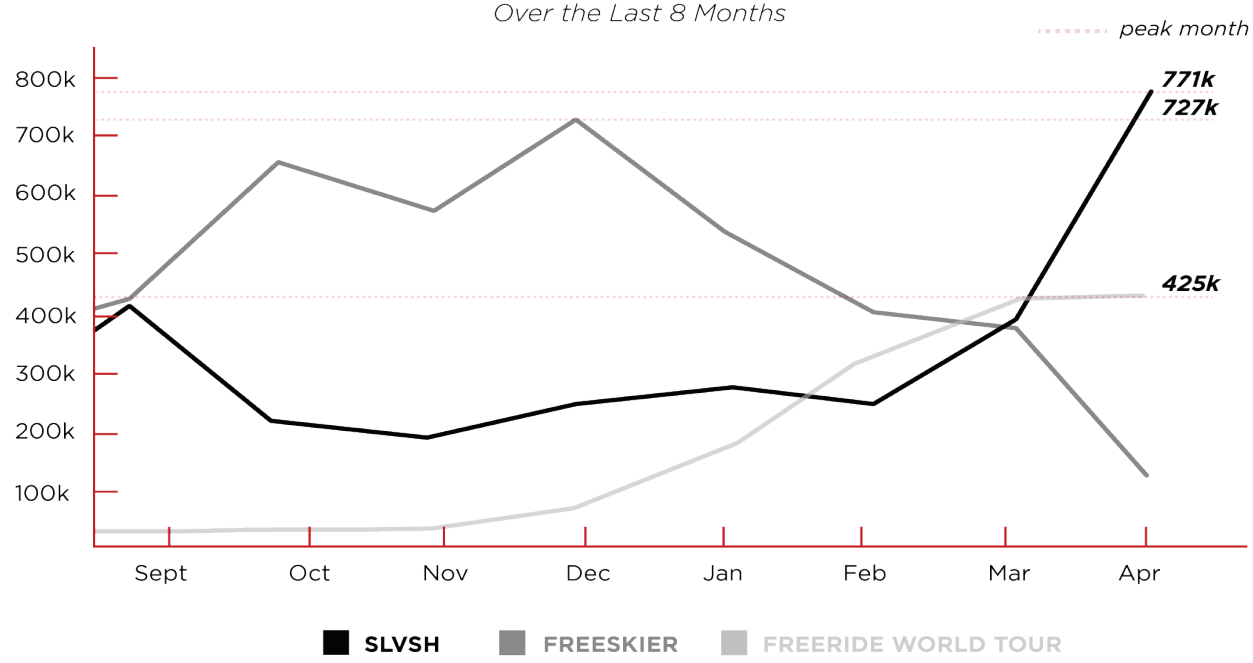
WEB TRAFFIC

The 2015/2016 Winter was our best season yet. Our page views were 262% higher than last winter. We reached 253,000 unique individuals. That is a growth of 174% from last winter. Our Time-On-Site is also among the best in skiing, rising from the high 3-minutes last year to the mid 4-minute range this winter.



PAGE VIEWS

Over the Last 8 Months



ENGAGEMENT

Best Months of Winter 2015 / 2016

FREESKIER		FREERIDE WORLD TOUR		SLVSH	
DECEMBER		*APRIL*		*APRIL*	
Total Visits	**360k**	*Total Visits*	**113k**	*Total Visits*	**291k**
Time On Site	**00:01:36**	*Time On Site*	**00:02:46**	*Time On Site*	**00:04:21**
Page Views	**2.02**	*Page Views*	**3.80**	*Page Views*	**2.65**
Bounce Rate	**70.33%**	*Bounce Rate*	**31.24%**	*Bounce Rate*	**39.44%**

*Data provided by Similar Web

THE STATS

Our Winter 2015/2016 on-site Game views increased 225% over last winter. The average on-site game view, over the last 61 games, is 20,600.

Although our focus is to drive traffic to slvsh.com, we use YouTube as a channel to get non-avid skiers familiar with Slvsh. An average game on our YouTube gets 28,408 views.

Our content has been featured on **ESPN Quebec**, the front page of **Reddit via r/videos**, **Chive** and **Shock Mansion**.



Video Views Statistics

TWO YEARS IN

October 2014 - Present

110 SLVSH Games and Teasers

- 6 *Edits*
- 13 *InstaBangers*
- 3 *Slvsh Cups*
- 10 *Games of Zero*
- 3 *Games of In On Out*
- 2 *Games of Add On*

8,643,141 Net Views

- 3,754,756
- 1,037,726
- 1,306,422
- 2,544,237

TWELVE MONTHS IN

October 2014 - October 2015

45 SLVSH Games and Teasers

- 4 *Edits*
- 8 *InstaBangers*
- 1 *Slvsh Cup*
- 9 *Game of Zero*
- 0 *Games of In On Out*
- 1 *Game of Add On*

3,154,066 Net Views

- 1,499,542
- 160,033
- 891,108
- 603,383*

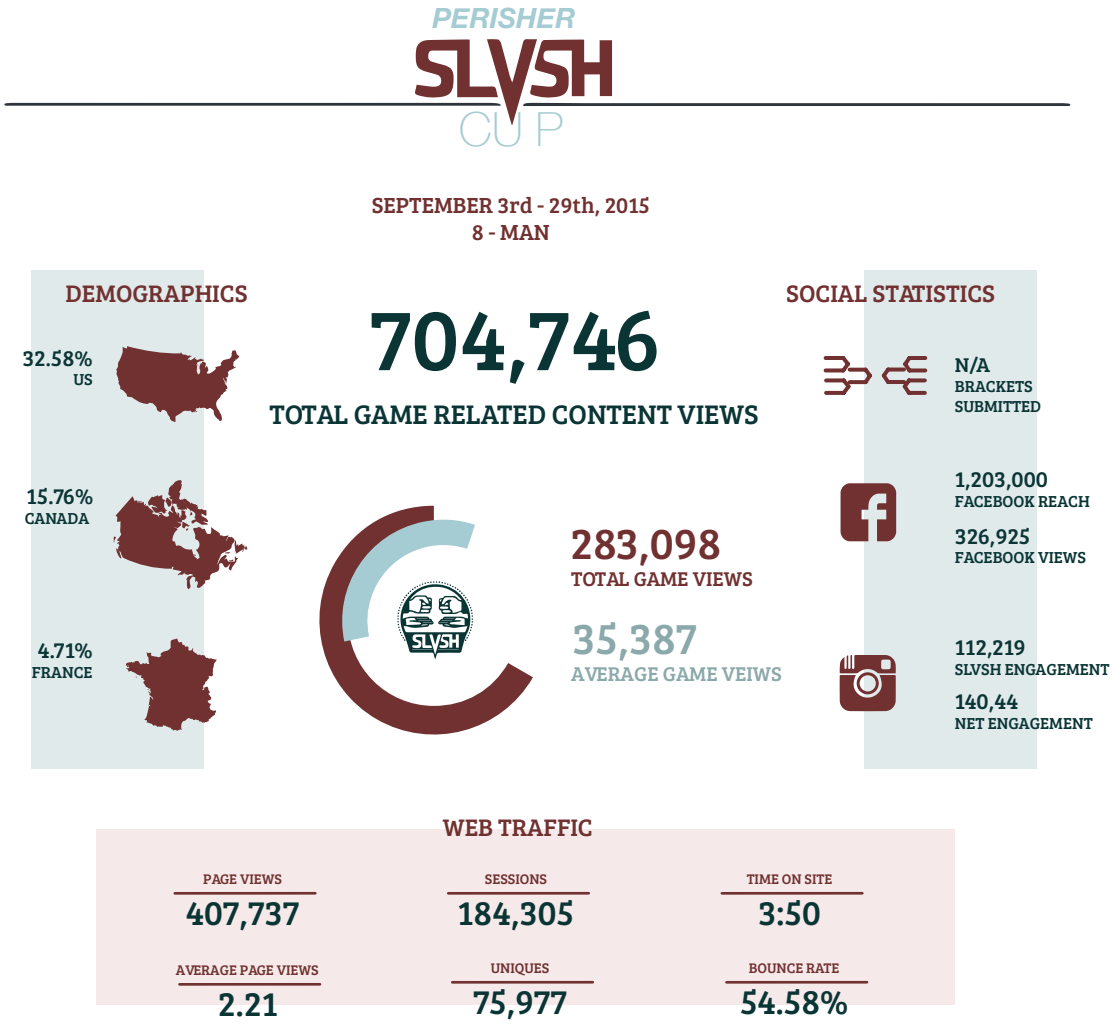
*Instagram views before October 2015 are estimations based off our engagement rates

8 MAN CUP

Our first Slvsh Cup, an 8-man tournament, took place in September, 2015 in Perisher, Australia with Canadian young gun Evan McEachran taking home the winner's jacket. Games were released three times per week over three weeks.

ATHLETES

Tom Wallisch
Joss Christensen
Matt Walker
Jossi Wells
Evan McEachran
Russ Henshaw
Chris Laker
James Woodsy

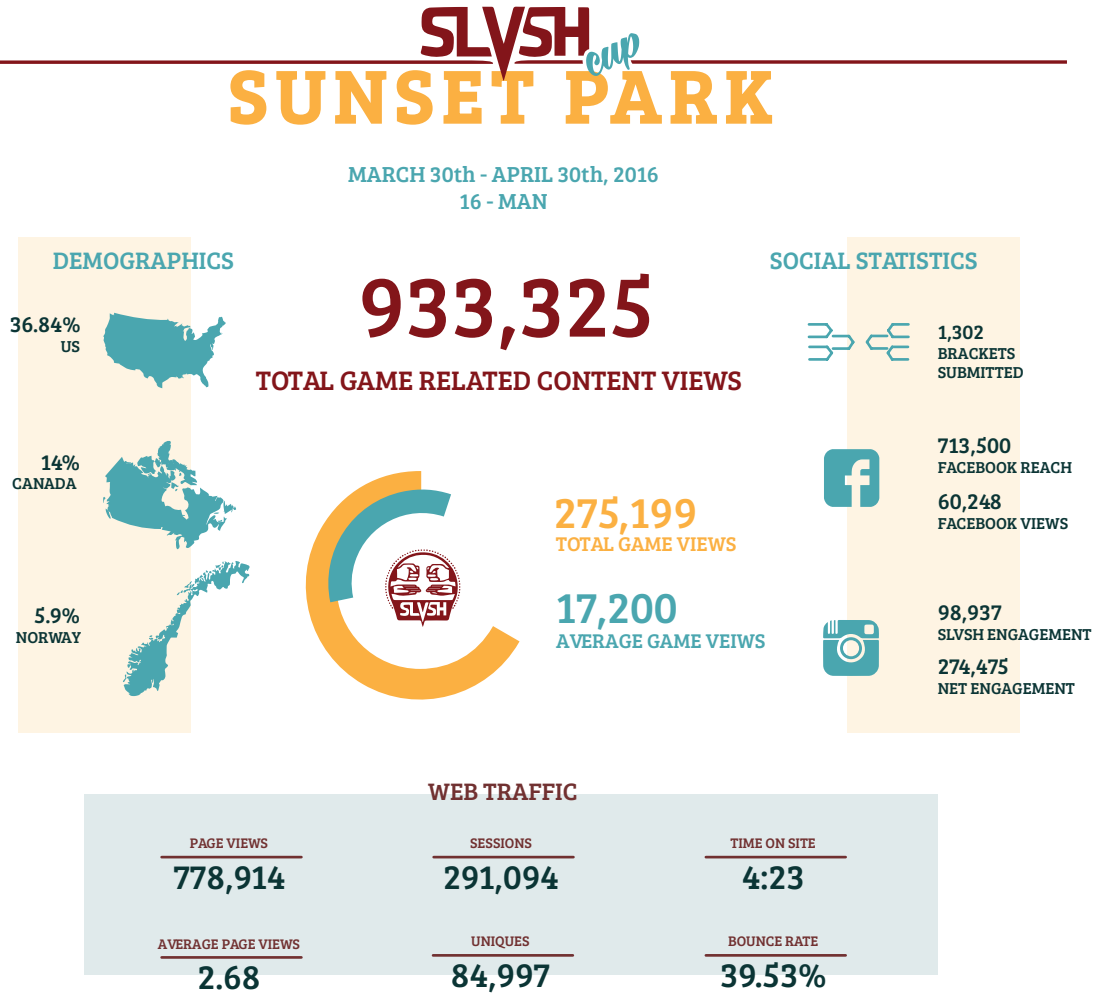


16 MAN CUP

Our second Slvsh Cup, a 16-man tournament, took place in April 2016 at Sunset Park in Andorra with American young gun Alex Hall taking home the coveted jacket. Games were released exclusively on Slvsh.com every weekday over four weeks.

ATHLETES

Vincent Gagnier	James Woodsy
Colby Stevenson	Antti Ollila
Alex Hall	Luka Melloni
Alex Hackel	Carlitos Aguareles Loan
Noah Wallace	Joona Kangas
Chris Laker	Magnus Graner
Noah Morrison	Oystein Braten
Evan McEachran	Daniel Hanka

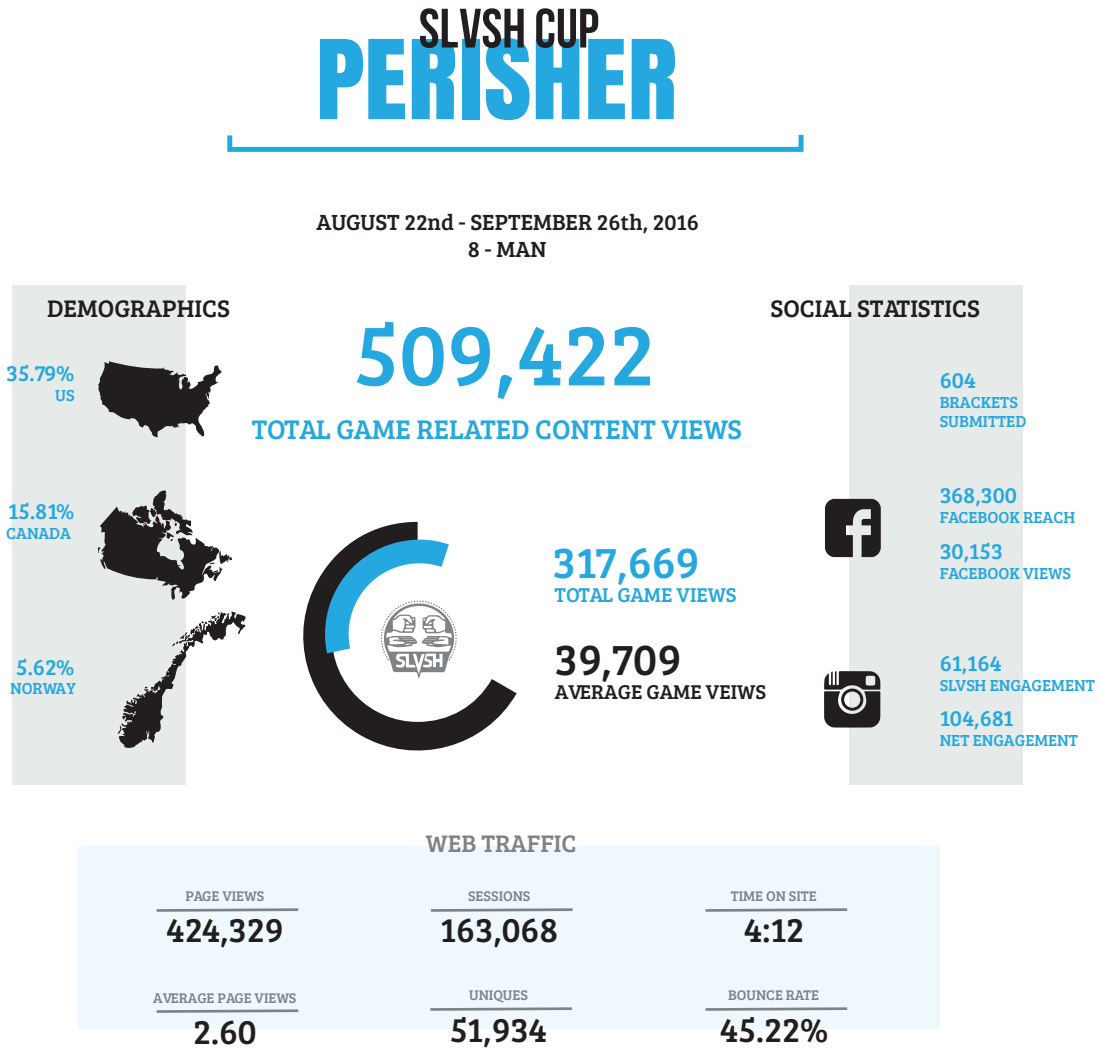


8 MAN CUP

The second cup hosted by Perisher Park in Australia. An 8-Man cup taking place over the span of two weeks and released over a period of three weeks. Alex Bellemare taking the win with Oystein getting 2nd place, Vinny taking 3rd and ABM coming in 4th.

ATHLETES

Vincent Gagnier
Alex Hall
Alex Bellemare
ABM
James Woods
McRae Williams
Oystein Braten
Felix Usterud



SLVSH CUP COMPARISONS

PERISHER 2015
SEPTEMBER 3rd - 29th
8 - MAN

SUNSET PARK 2016
MARCH 30th - APRIL 30th
16 - MAN

PERISHER 2016
SEPTEMBER 22nd - AUGUST 26th
8 - MAN

AUDIENCE VIEWS

GAME RELATED CONTENT VIEWS



OVERALL GAME VIEWS

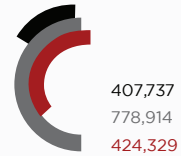


AVERAGE GAME VIEWS

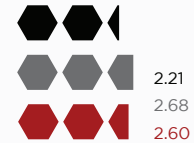


WEB TRAFFIC

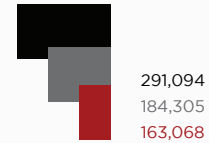
PAGE VIEWS



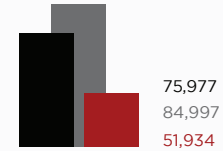
AVERAGE PAGE VIEWS



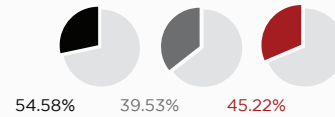
SESSIONS



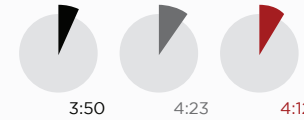
UNIQUES



BOUNCE RATE



TIME ON SITE



SOCIAL FOLLOWING

Our net social following recently surpassed 63,000. Our engagement rates are among the best in skiing. The last five Instabangers averaged 1,132 trick requests. Our average teaser view of 19,572 means we have a 66% engagement rate on our Instagram. Our like and comment engagement rate is 9%.

SOCIAL MEDIA GROWTH

	MAY 2015	OCTOBER 2015	MAY 2016
Instagram	10,100	18,328	41,204
		407%	
Facebook	6,405	9,304	13,531
		211%	
YouTube	1,566	2,352	8,679
		542%	





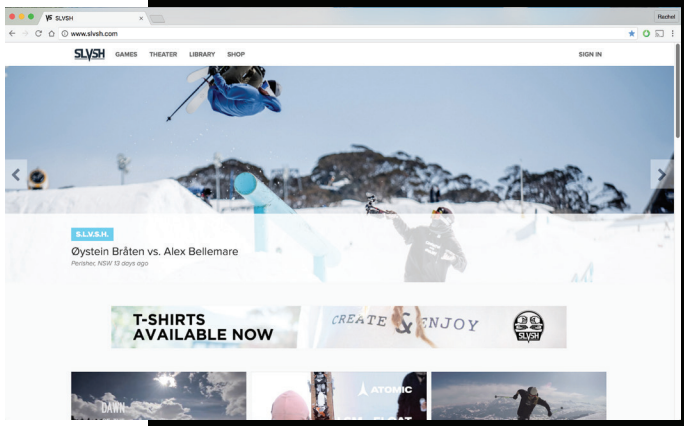
ADVERTISEMENTS

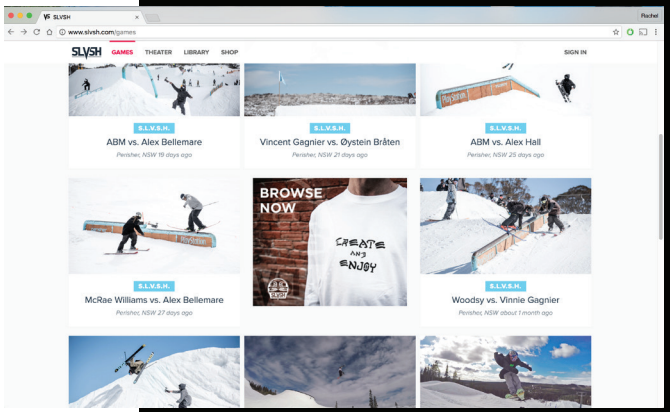
Starting in August, 2016, Slvsh will start offering display and pre-roll advertising on our web and mobile platforms. We will also start partnering with brands to create in-game product and athlete placement.

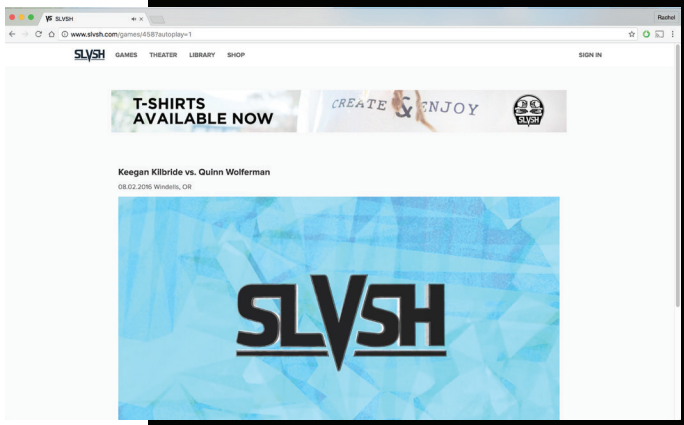
We will offer traditional ads irrelevant to the video content which they surround. However, our goal is to differentiate our advertisements by creating campaigns with brands that use our entire site. We want to build weekly takeovers featuring your brand's athletes, in your brand's gear, surrounded by your brand's products.

We believe that creating clean, focused campaigns will tell your brand's story much better than sporadic advertising.

*see page 11 for pricing







SERVICES

1

Basic Pre-Roll (CPM)

15 Second Ad - **$60**
30 Second Ad - **$120**

2

Display Ad (CPM)

Homepage Leaderboard - **$50**
Player Page Leaderboard - **$50**
Grid Ad - **$40**

3

Game Creation

We create a SLVSH game with your brand's riders or at your brand's mountain. Any type of SLVSH Game you want. We release it on our YouTube two days after it's exclusive release on Slvsh.com - $2,000 + Travel Costs

Extra - We add your brand's 15-second Pre-Roll to the YouTube release, where it will play forever. We include one Annotation to your Brand and one Card to your Brand - $500

4

Week Takeover - **$10,000**

We create two (2) SLVSH Games with your brand's riders or at your brand's mountain. Any type of SLVSH Game you want.

We release it on our YouTube two days after it's exclusive release on Slvsh.com.

We add your brand's 15-second Pre-Roll to the YouTube release, complete with annotations and cards.

Brand gets 50,000 impressions, over three ads, display and mobile, on Slvsh.com



*Slvsh must approve the ad before in order to maintain cleanliness. We have a graphic designer available to help with creating a clean look.

**Slvsh must approve both riders and the park before the game in order to maintain quality.*

SERVICES // CUPS

Our goal is to host four Slvsh Cups next year with four very different fields of skiers.



5

Slvsh Cup - Eight-man

See slide 7 for stats.

Presenting Sponsor - **$30,000**

Cup name features your resort, or brand “Slvsh Cup ___”

Main Logo Placement

Primary Partner - **$15,000 (1 spot)**
Primary Logo Placement

Partner - **$10,000 (2 spots)**
Secondary Logo Placement

Logo in brand riders’ game only - **$2,000**

6

Slvsh Cup - Sixteen-man

See slide 8 for stats.

Presenting Sponsor (Resort) - **$40,000**

Cup name features your resort, or brand “Slvsh Cup ___”

Main Logo Placement

Primary Partner - **$20,000 (1 spot)**
Primary Logo Placement

Partner - **$10,000 (2 spots)**
Secondary Logo Placement

Logo in brand riders’ game only - **$2,000**

*Rider(s) must meet Slvsh’s standards

CONTACT

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