



“It was a pleasure to be involved. Everyone said Snowbombing was special and it lived up to all the hype and more. Sorry I was a year late!”

FATBOY SLIM



WHAT'S IT ALL ABOUT?

NOW IN ITS 12TH YEAR, SNOWBOMBING HAS ESTABLISHED A STRONG IMAGE, A LOYAL FOLLOWING AND ENVIABLY COOL REPUTATION.

Snowbombing is a **UNIQUE, ACTIVE** and **LUXURY** experience – combining a winter sports holiday with a week long music festival.

Days are spent on the mountain: skiing, snowboarding, watching music on one of the mountain stages or relaxing in the spa of a fantastic 4* Hotel.

Nights deliver a cutting edge and eclectic programme of entertainment and music. From a traffic stopping street party to a late night party in an igloo to a performance by a world class band or DJ in a forest location.

THE FANTASTIC LOCATION, WEIRD AND WONDERFUL VENUES AND AMAZING ATMOSPHERE IS SECOND TO NONE.

The event is held in the town/ ski resort of Mayrhofen which is located in western Austria, 40 minutes East of Innsbruck and 2 hours South of Munich (Germany). The resort is a beautiful 'chocolate-box' village and provides an amazing backdrop for the event. The town is easily accessible with a vast ski area (639KM), good late season snow conditions, fantastic venues, high standard accommodation and welcoming locals...Which is why it will play host to Snowbombing for the 7th time in 2011.

In 2008 the Snowbombing brand began to diversify, with the Launch of the Snowbombing Japan event, closely followed by Beachbombing, a summer beach based version of Snowbombing in Ibiza. Both events are still in the early stages of Development, however the intention is for them to grow to match the size and profile of Snowbombing, Austria.

Snowbombing is Europe's largest snow and music festival and has successfully grown to be recognised as a world class event. It now attracts sell-out attendance, as well high level interest from its target market, the media and the music industry.

Having firmly secured itself as one of the major players on the boutique festival map in 2010, continuing to evolve and grow, Snowbombing will return in 2011 as a bigger 6,000 capacity event, with an increased profile and even greater media attention.



AUDIENCE PROFILE

SNOWBOMBING NEWS AND PROGRESS IS ACTIVELY SOUGHT AND OBSERVED BY A CAPTIVE AUDIENCE.

Wider than just the event attendees, this audience is made up of independent, media and industry people. Both the attendees and the wider audience create a community surrounding the event.

Over the last five years we have watched our community closely and conducted surveys which have allowed us to PROFILE OUR AUDIENCE/CUSTOMER BASE.

In short...The majority of 'Snowbombers' are 25 – 30 years old who earn above 25k per year. They have a high expendable income which they spend on entertainment and fashionable consumer goods. They are interested in music, travel, adventure and strive towards new experiences. They are active, educated and open minded.

80% of customers from the 2010 event said that they would return again in 2011 or the year after.

Results from previous surveys/information collected have given us the following figures:

AGE

Under 20 - 7%	Between 21 and 25 - 29%
Between 26 and 30 - 40%	Between 31 and 35 - 18%
Over 35 - 6%	

GENDER

Male - 55%	Female - 45%
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NATIONALITY OF ATTENDEES

British - 95%	Non UK - 5%
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INCOME

15 to 20k - 10%	21 to 25k - 24%
26 to 30k - 33%	30 to 40k - 10%
More than 40k - 12%	Undisclosed - 11%

LOCATION OF VISITORS TO SNOWBOMBING.COM

UK - 81%	Europe - 12%
North America - 4%	Australasia - 3%

AVERAGE COST TO ATTEND - £685 pp

CUSTOMER SPENDING AT '08 EVENT

Under 200 euros - 2.5%	200 - 400 euros - 17.2%
400 - 600 euros - 35.7%	600 - 800 euros - 19.3%
800 - 1000 euros - 16.8%	Over 1000 euros - 8.6%

GRADUATES - 65%



MARKETING & COMMUNICATION

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As well as these communication methods, we collect data via our online booking system (through which all customers book) and have a groups system via which 'group leaders' can promote to friends and attract bookings via a personalised page on snowbombing.com. We communicate further with our audience via various marketing, promotional and press methods.

Snowbombing also enters into various media and sponsorship partnerships. These partnerships provide positive brand associations and support the event to both communicate with, promote to and position itself within the target market.

COMMUNICATION, MARKETING & PROMOS:

Print promotions:

- National flyer, poster, magazine and newspaper ad campaign
- Press coverage:
- Review and preview editorial (magazines, newspapers and websites)

Online communities:

- 9,000 plus members across Facebook Groups
- Forums, Facebook, Myspace
- 4000 own forum users
- 40,000 database (newsletter communication)

CLUB PARTNERSHIPS:

- Partner with some of the UK's best club brands
- Communicate via clubs own networks (inc. newsletters, online information)
- Multiple date club tour
- All customers book via our own online system which allows us carry out data collection.

PAST & CURRENT MEDIA PARTNERS:

- | | |
|------------------|---------------------------------|
| - Metro | - MTV |
| - Myspace | - NME |
| - Clash Magazine | - Document Snowboard |
| - Fall-line Ski | - Residentadvisor.net |
| - Dontstayin.com | - DJ Magazine |
| - M8 | - TNT |
| - Tillate.com | - Radio 1 |
| - XFM | - Gone Boarding |
| - Hotzone | - Method Magazine and Method.tv |

PAST SPONSORS:

- | | |
|------------------------|----------------------------|
| - Xbox Rockband | - Red Bull |
| - Metro | - Olympus |
| - Volvo | - Windows Mobile |
| - Bench | - Topshop |
| - Westbeach | - Gibson |
| - Epiphone/Slingerland | - Smirnoff Original Nights |
| - Microsoft | - Mayrhofen Tourist Board |
| - Sony | - Bacardi / Eristoff Vodka |
| - Nokia | |

MEDIA COVERAGE

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BROADCAST:

- Channel 4: Prime time dedicated 45 minute slot and two repeat shows
- Previously Radio 1s biggest outside broadcast of the year
- MTV dedicated programme
- Channel 4s T4 filmed on location at Snowbombing
- BBC 6 Music
- Snowfix (Extreme Channel)
- Ministry of Sound TV

PRINT & ONLINE PRESS:

- 360 MAG
- ALL IN LONDON
- APRES SKI MAGAZINE
- ATM
- AUDIOMANICS
- BEAT CRAVE
- BIRMINGHAM MAIL
- BLOW BACK
- BREAKIN POINT
- CLOSER
- COLLECTIVE
- CONNECTED
- COOLER
- CRACK MAGAZINE
- DAILY EXPRESS
- DAILY RECORD
- DAILY STAR TRAVEL
- DARE MAGAZINE
- DEFECTED
- DISCLOSURE
- DMC
- DON'T STAY IN
- DV8
- ELLE
- EVENING STANDARD
- EXPOSE THE MUSIC
- FALL LINE
- FAME MAGAZINE
- FESTIVAL UK
- FESTIVAL WISE
- FRONT
- 4 CLUBBERS
- ALT SOUNDS
- ARTROCKER
- AUDIENCE
- BA MAGAZINE
- BILLBOARD
- BIRMINGHAM POST
- BOYS TOYZ
- CLASH
- CMU DAILY
- COMPANY
- CONTACT MUSIC
- COSMOPOLITAN
- DAILY CANDY
- DAILY MAIL
- DAILY SPORT
- DAILY TELEGRAPH
- DATATRANSMISSION
- DIS
- DJ MAGAZINE
- DOCUMENT SNOWBOARD
- DROWNED IN SOUND
- EASYJET
- ENTS 24
- EVENT MAGAZINE
- FACT MAGAZINE
- FALL LIVE SKI
- FELIX MAG
- FESTIVAL MONSTER
- FHM
- GEO
- GIG BLAST
- GLASSWERK
- GO! MAGAZINE
- GRAZIA
- HEAT MAGAZINE
- HIP HOP KINGS
- ICE MAGAZINE
- ILIKEMUSIC.COM
- INDIE ROCK TALK
- J WALK
- K MAG
- LOADED
- LONDON PAPER
- LOOK MAGAZINE
- MAIL ON SUNDAY
- MAXIM
- METHOD MAGAZINE
- MIRROR
- MSN
- MUSIC BLIPS
- MY VILLAGE
- NEW WEEKLEY
- NEWS OF THE WORLD
- N. WALES PIONEER
- NUSKOOLBREAK.CO.UK
- OK
- ONE WEEK TO LIVE
- PLANETNOTION.COM
- RAVELINE
- RED HOT VELVET
- RESIDENT ADVISOR
- ROCK POOL
- SANDWELL CHRONICLE
- SKI BUZZ
- SKIDDLE
- SNOW MAGAZINE
- SNOWBOARD-MAG.COM
- STEP ON
- STYLE
- SUNDAY TIMES TRAVEL
- THE PISTE
- TILLLATE
- TNT MAGAZINE
- TRAX
- U READER
- VIEW LONDON
- WE LOVE FESTIVALS
- WHITELINES
- XFM
- GIGWISE.COM
- GO ROCK FEST
- GONE BOARDING
- GUARDIAN GUIDE
- HEATHROW AIRPORT MAG
- HUCK MAGAZINE
- IDJ MAGAZINE
- IN THE SNOW
- INHALE
- JET 2 MAGAZINE
- KNOWLEDGE
- LONDON LITE
- LONDON TOUR DATES
- M8
- MANCHESTER EVENING NEWS
- MENS HEALTH
- METRO (NATIONWIDE)
- MIXMAG
- MTV
- MUSIC NEWS
- MYSPACE
- NEWCASTLE EXPRESS
- NME
- NOTION
- OBSERVER (ESCAPE)
- ONBOARD
- PITCHFORK
- Q MAGAZINE
- REASON MAG
- REMOTE GOAT
- ROCK MIGETS
- ROOMTHIRTEEN.COM
- SKI & BOARD
- SKI CLUB
- SKIDDLE.COM
- SNOWBOARD UK
- SONG KICK
- STRANGE GLUE
- SUNDAY HERALD
- THE FLY
- THE TIMES PLAYLIST
- TIME OUT
- TOTAL PRODUCTION
- TUFS
- UKCD
- VIRTUAL FESTIVALS
- WESTERN EYE
- WONDERLAND

THE ATTRACTIONS

AS WELL AS THE MUSIC AND THE SNOW, THERE ARE MANY OTHER ATTRACTIONS THAT OFFER EVEN MORE ENTERTAINMENT AND HELP TO MAKE SNOWBOMBING THE UNIQUE EVENT THAT IT IS



ARCTIC DISCO

Now just as well known as Snowbombing itself the Arctic Disco - **A PARTY IN AN IGLOO** - stands out as one of the best experiences at Snowbombing. Party goes travel 2000 meters above the town in Austria's biggest cablecar to attend the event. As the focus is on the experience the music line-up is not announced beforehand, however 2010 saw parties hosted by Fatboy Slim, Jackbeats, and Jade Jagers Jezebel.



STREET PARTY

We stop the traffic, park a stadium rock Funktion 1 P.A system right across the main street, set up loads of bars and invite the entire population of Mayrhofen to join the fancy dress party. The street party is one of undoubted highlights of Snowbombing. It kicks off in mid-afternoon in glorious sunshine and ends in darkness of the late evening.



HIGHWAY TO HELL

The 2008 **HIGHWAY TO HELL** Demo Session was run in association with Method.tv and attracts high class pro riders from all over Europe. With 5K prize money, 20+ pros riding in a stress-free demo format, an on-mountain soundsystem and a custom-built park Austria's famous Vans snowpark, the standards were high and the event received good recognition from Ski and Snowboard press.



KING OF THE MOUNTAIN

Scouting for Girls and hotly tipped band Maths Class have both registered and competed in the King of the Mountain unsigned band competition. With a 2k prize pot and a great platform to play the competition is going from strength to strength.

BACK COUNTRY PARTY

A 200 year old barn with a roaring bonfire outside surrounded by deep forest provides the setting for the fantastic Back Country Party. Themed fancy dress, mystical 'Mysterwurz' Schnapps and Christian the Champion Lumberjacks (whose arms are the size of tree trunks!). You just couldn't make it up...



ROAD TRIP

Following the revved up, unleaded triumph of last years Road Trip, we are gearing up to wave off 150 cars to the 2010 event - all 'pimped' and themed from their tyres to the tips of their wiper blades and filled with fancy dressed up passengers the Road Trip is an event of its own! Each car has a 'Drivers Bible' which directs them through checkpoints, tasks and forfeits where points are rewarded for imagination, humour and taking part. Stopover last year was Frankfurt where last year's Road Trip stopped off for a glorious overnight party. On arrival in Mayrhofen the cars convoy over the finish line and head straight to the party!



RIDE & SEEK

The 2010 Ride & Seek competition was held in association with Hotzone.tv and attracts high-class pro-riders from all over Europe. With 2K prize money, 20+ pro-riders competing in a number of events including crazy boarder cross, best trick, water splash, it's always a hoot. The terrace also boasts a special on mountain sound system for the event and custom built features in Europe's famous Vans Penken Park. The standards were high and the event received good recognition and coverage in the Ski and Snowboard press.



THE MUSIC

BANDS AND DJ'S THAT HAVE APPEARED ON THE SNOMBOMING PROGRAMME HAVE INCLUDED:



LIVE:

EDITORS | DOVES | THE ENEMY | FRIENDLY FIRES
VITALIC | DE LA SOUL | 2MANYDJS | BIFFY CLYRO
DIZZEE RASCAL | THE VIEW | LADYHAWKE
REVEREND AND THE MAKERS | MR HUDSON
THE CUBAN BROTHERS | MONGREL | NOISETTES
BEARDYMAN | FILTHY DUKES | HEARTBREAK
RED LIGHT COMPANY | MASTER SHORTIE
WILD BEASTS | ELIZA DOOLITTLE | FLASHGUNS
CHARLI XCX | BOY KILL BOY | CALVIN HARRIS
DIRTY PRETTY THINGS | DOES IT OFFEND YOU, YEAH?
FOALS | GET CAPE. WEAR CAPE. FLY | JUST JACK
HOT CLUB DE PARIS | KID CARPET
KITTY, DAISY & LEWIS | LIGHTSPEED CHAMPION
LOUIE AUSTIN | MADNESS | MYLO | NATE JAMES
ONE NIGHT ONLY | PALLADIUM | SAM SPARRO
STEPHEN FRETWELL | THE ENEMY | THE METROS
THE COURTEENERS | THE LONG BLONDES
THE PIGEON DETECTIVES | PLASTIC LITTLE
THE RUMBLESTRIPS | THE SUNSHINE UNDERGROUND
THE YOUNG KNIVES | REVEREND SOUND SYSTEM
THE WHIP | VINCENT VINCENT AND THE VILLAINS

DJ'S:

FATBOY SLIM | GRANDMASTER FLASH | MYLO
LAYO & BUSHWACKA! | JAMES ZABIELA | NIC FANCIULLI
FABIO & GROOVERIDER | ZANE LOWE | PLUMP DJS
CLAUDE VON STROKE | HIGHCONTRAST | KRAFT KUTS
ADAM BEYER | SUB FOCUS | LONDON ELEKTRICITY
LINDSTROM LIVE | CHASE & STATUS | SKREAM | BENGA
ALEX METRIC | JUSTIN ROBERTSON | JON CARTER

DJ ZINC | SCRATCH PERVERTS | DILLINJA & LEMON D
DYNAMITE MC | FREESTYLERS | GREG WILSON
CAGEDBABY | HYPER | ANNIE NIGHTINGALE
DUB PISTOLS SOUND SYSTEM | JAGUAR SKILLS
TAYO | N TYPE & HATCHA | CASPA | SOUL OF MAN
SERGE SANTIAGO | JUSTIN MARTIN | KOS | RIVA STARR
GOLDIEROCKS | HEIDI | THE LOOSE CANNONS
FINE CUT BODIES | ZODIAC CARTEL | LEATHERHEAD
CYANTIFIC | NO FAKIN DJS | PATRICE BAUMEL
CASSETTE JAM | SINICHI OSAWA | LOGISTICS
JOE RANSOM | DAVE BEER | SCOTT NIXON
JAMIE JONES | TRISTAN DE CUHNA | ONE MAN
GUY WILLIAMS | CLIVE HENRY | BONES
CHRISTIAN MARTIN | JAYMO & ANDY GEORGE
RUS CUBAN | BARRY PETERS | TODD TERJE
PRINS THOMAS | SOMBRERO SOUNDSYSTEM
REVERSO 68 | MOODYMANN | MEN IN MASKS
MAT PLAYFORD | SOFT ROCKS | DISCO BLOODBATH
KATHY DIAMOND LIVE | MATTY J | HOT COINS
HORSE MEET DISCO | CHARLES II | LAST.FM DJ TEAM -
HOT CITY, EUROPEAN MAN & LUMBERJACK
ROCK DA WORLD | JOHN STAPLETON | DAN WILLIAMS
SPANGLES | PHAT PHIL COOPER | INGO STARR
THE BEENY ROYSTON & JADELL SHOW |
FROGS IN SOCKS | FIRAS | BANG GANG DJS
TBX & PHUTURE FUNK | RATTUS RATTUS & KLOSE ONE
THE BANDIT | DONTSTAYIN DJS | SMOKEY | DUBIOUS
GRANT MCKAY | BIGGER THAN BARRY | KRYWOLF

...PLUS MANY MORE.