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The comp was an idea i had from the time I visited there and saw everything there was to skate. That and large groups of people moving through the city was kind of the norm, just not for what I was imaging. A free form comp held in the streets or at street spots. My goal was to get skating noticed for something no other sport is doing or has done, and try to get as many sponsors as possible mostly money. This was all so I could give back to a sport that had done so much for me I wanted to offer money, skates, clothes, anything companies would give me. I had mulled around the idea with ray from Londo Mondo but nothing ever came of it. Just so happens shortly after Drew held his comp. This really made me think that it could be done and there would be a way to bring in money, without looking like a sellout, to a crowd in which I was still considered an outsider( ALASKA), and a sport that at the time really hated sellouts. Then during a purchasing meeting with Ray from Londo, a Red Bull Rep came in looking for skates. During that time Ray mentioned my idea and the Red Bull Rep gave me his card, and told me to call him when I had the comp laid out. First he wanted a basic idea, but in the end they want to see way more. I ended up having to come up with: Name of comp, Location (all spots), full itinerary with time line. They wouldn't do anything without a fax cover page with all comp info/contacts, a flyer or poster, info for the comp on how it was going to be marketed and to whom. Then they organize a meeting where I went to the board members and had to present the whole idea. They wanted to know everything, insurance, who is paying for what, why you want to do it, how is it going to benefit you and them. Ultimately I had to sell why a comp in the streets and was how Red Bull fit in. After that I had to present what I expected from them and what I was going to do with it. All the other info is really to help them confirm they are working with competent people. However, I used the questions to help me learn what was needed and how to best organize the comp. I initially asked for \$5000, blow horns (they had, or would reimburse if I needed to buy one), as much Red Bull as the could give me (something like 75+ cases per year), arm bands that I could use for numbering the contestants (their suggestion from items they had on stock), cooler x3 of the big Red Bull Can coolers, and any mention in their business memos, newsletters etc. Having collected all of the above info regarding the comp was the staple among all companies I talked to, and any info I sent them, just changing the requested info to fit said company. After I provided all of the info requested Red Bull wanted to know how I was going to market the comp if it was constantly moving and there were no areas for signage. This was the biggest hurdle, I had to figure a way to tell them I wanted all of this stuff but was not going to hang a Red Bull Sign one, the check had to be written to me so I could then hand out cash with no checks saying Red Bull, and the only advertisement was going to be from product placement saturating the comp. That's where Rejects helped to seal the deal. I called Charles Dunkle and told him about the comp and if he would be interested in covering the comp. Their rebuttal was that I was asking for too much with no to little marketing for them. That's where I explained product placement alone was more than enough, especially when judgment as a sellout

was so easily handed out at the time and so the signage would negate the purpose. That and I told them there was an industry mag/dvd covering the comp and a promised write up in Daily Bread. They told me they would give me half the money \$2500 the first year and everything else I requested, or anything they could help with. Contingent that I was able to collect at least 5 major industry sponsors (Rejects, and DB made 2 I just needed 3 more), made the participants sign legal waivers, and set a date. They then told me if all worked out they would sponsor it again the following year.

Well the first year went off great and they loved the coverage they saw. I supplied copies of kurga or kaz's edit (don't remember which one), Rejects Mag and DVD that had the article, and Daily Breads article. With that they offered me a guarantee for sponsorship the following year with all the same supplies and increase money (not stated at the time). I signed the contract and we were good. The following year came around I worked on getting more sponsors, and when time came I contacted Red Bull. They said they wanted to give me the initial \$5000 but had to settle for \$3500 which was still more than the previous year. After that year Red Bull came to me and said due to other companies allocated through the years and the rise of their product placement in other areas they didn't think they could help the third year. Red Bull then, proceeded to offer me a job when I was done with school. They said they like the marketing and presentation.

Hope this helps if you got any other question or clarification just hit me up.