



GAMES
AUSTIN

BID 2014

Austin Has A Tremendous Opportunity

- International Event (Spain, Germany, France & Brazil)
- Cutting Edge / Fitness / Unique
- Community Victory – We Can Achieve It Together!



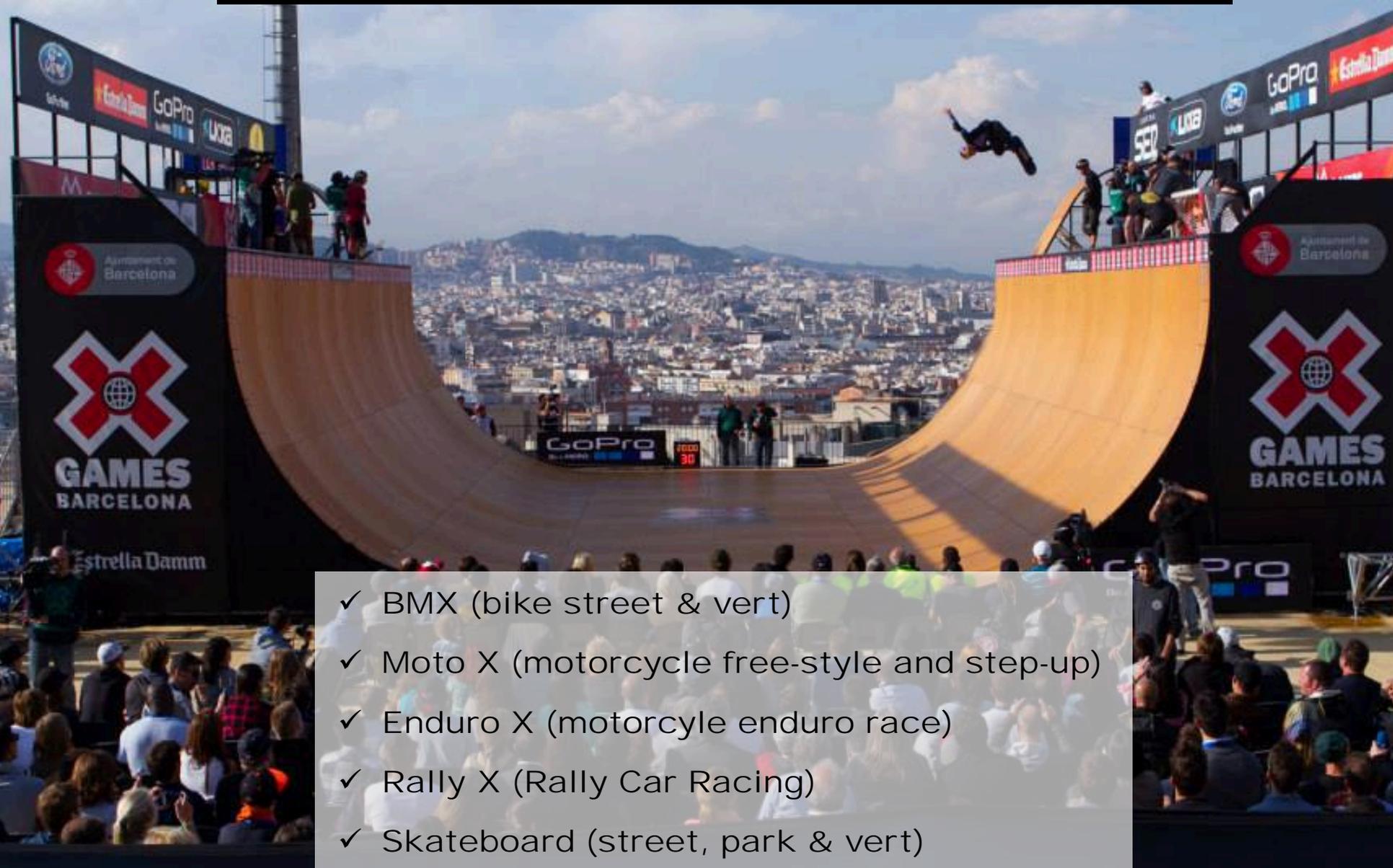
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WHAT ARE THE X GAMES?



- Four Day, International Event - Currently held in Downtown Los Angeles
- Over 135,000 Visitors to Host City
- Target Audience: 12 - 34 year olds
- \$50M Economic Impact:
 - ✓ 27 Hours of Broadcast TV to Fifty States
 - ✓ 175 Countries
 - ✓ 380 Million Homes around the World

WHAT ARE THE X GAMES?



- ✓ BMX (bike street & vert)
- ✓ Moto X (motorcycle free-style and step-up)
- ✓ Enduro X (motorcycle enduro race)
- ✓ Rally X (Rally Car Racing)
- ✓ Skateboard (street, park & vert)

BMX VERT



JAMIE BESTWICK
8 Time Gold medal winner age 41

MOTO X SPEED & STYLE



MOTO X STEP UP



ENDURO X

MOTOUSA.COM
Justin Dawes Photo



RALLY X



SKATEBOARD PARK



SKATEBOARD VERT



SKATEBOARD STREET



A skateboarder is captured mid-air, performing a high-air trick. The skateboarder is wearing a white t-shirt, dark shorts, and a yellow helmet. The background shows a large crowd of spectators gathered in an outdoor arena, with the Staples Center building visible in the distance. A large black banner with white text is overlaid on the image.

SKATEBOARD BIG AIR



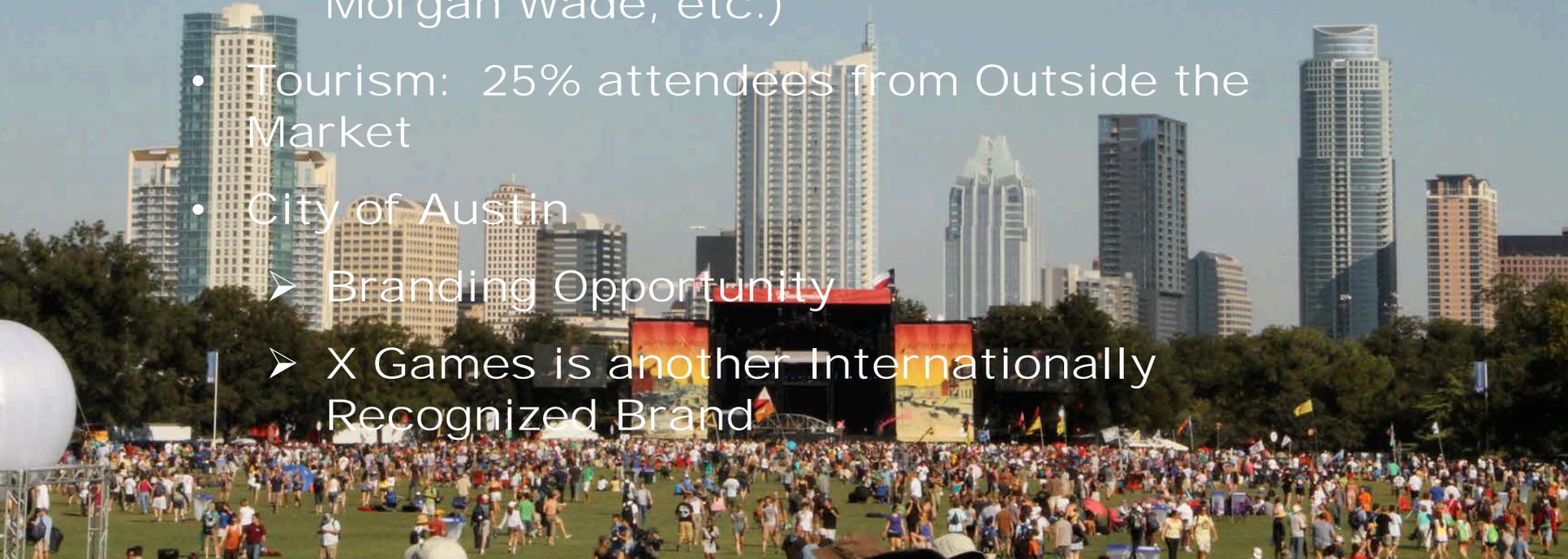
X FEST STREET FESTIVAL

OTHER X GAMES ACTIVITIES

- X Fest Downtown Activation
- Sponsor Parties
- Charitable Functions
 - V Cancer Research Event
 - Local Charity Events
 - Other Local Pop Up Functions

X Games and Austin – A Great Fit

- Spring Event – April / May (2014 – 2016)
- Opportunity for our Community to Work Together to Win the Games
 - X Games Austin Facebook Page
 - Raising Downtown Awareness
 - 16 Competing Athletes Reside in Austin (Aaron Ross, Chase Hawk, Sean Sexton, Morgan Wade, etc.)
- Tourism: 25% attendees from Outside the Market
- City of Austin
 - Branding Opportunity
 - X Games is another Internationally Recognized Brand





X Games Austin is on Facebook. To connect with X Games Austin, sign up for Facebook today.

Sign Up Log In

Sports League Let's make Austin and Circuit of The Americas home to the X Games 2014-2016! Help keep the X Games weird by supporting Austin's bid.



About 8,552 likes · 1,791 talking about this Like

Highlights



LIKE if you plan on hitting 9th Street Trails as soon as humanly possible!

>> Read about 9th Street Trails: http://bit.ly/9thSTrails



Recent Posts by Others on X Games Austin See All

Claudia Soto X Games need to come back to Texas PERIOD!! I want...

Elias Cheerios I just jizzed I so stoked Saturday at 8:07pm

Matthew Garcia This would be soo awesome a short drive from San A...

Enrique Cabrera This would be the sweetest X games ever!! Saturday at 6:50pm

Jon-wesley Schyma Carve Skate Shop Saturday at 2:22pm

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View all photos and videos

Worldwide Trends · Change

- #ConfesionesDeMarioSilva #UnidadDeChavezNoCedeALasintrigas #MarioSilvaEsNuestroSapo #modernizaunrefrán #JessieJHangout Bieber Air Venevisión Diosdado La Hojilla Jaseal Garcia



X GAMES AUSTIN

@XGamesAustin

Austin is a finalist for the Summer X Games

xgamesaustin.com

110 TWEETS

129 FOLLOWING

592 FOLLOWERS

Tweets



X GAMES AUSTIN BID @XGamesAustin RETWEET if you love 9th Street Trails! F #xgamesaustin #bmx View summary



X Games @XGames 110,800 fans over four days. Thanks to Barcelona for a memorable event! Next #XGAMES Retweeted by X GAMES AUSTIN BID Expand



X GAMES AUSTIN BID @XGamesAustin What do you get when you bring together #TexasToast2013! Check it: bit.ly/TXTor Expand



X GAMES AUSTIN BID @XGamesAustin Win a BMX bike, #xgamesaustin skateboards, win stuff: bit.ly/WinATXGames Expand



X Games @XGames Have you seen @Mitchiebrusco84's 1080 run? Check out the top videos from #XGames.com/video



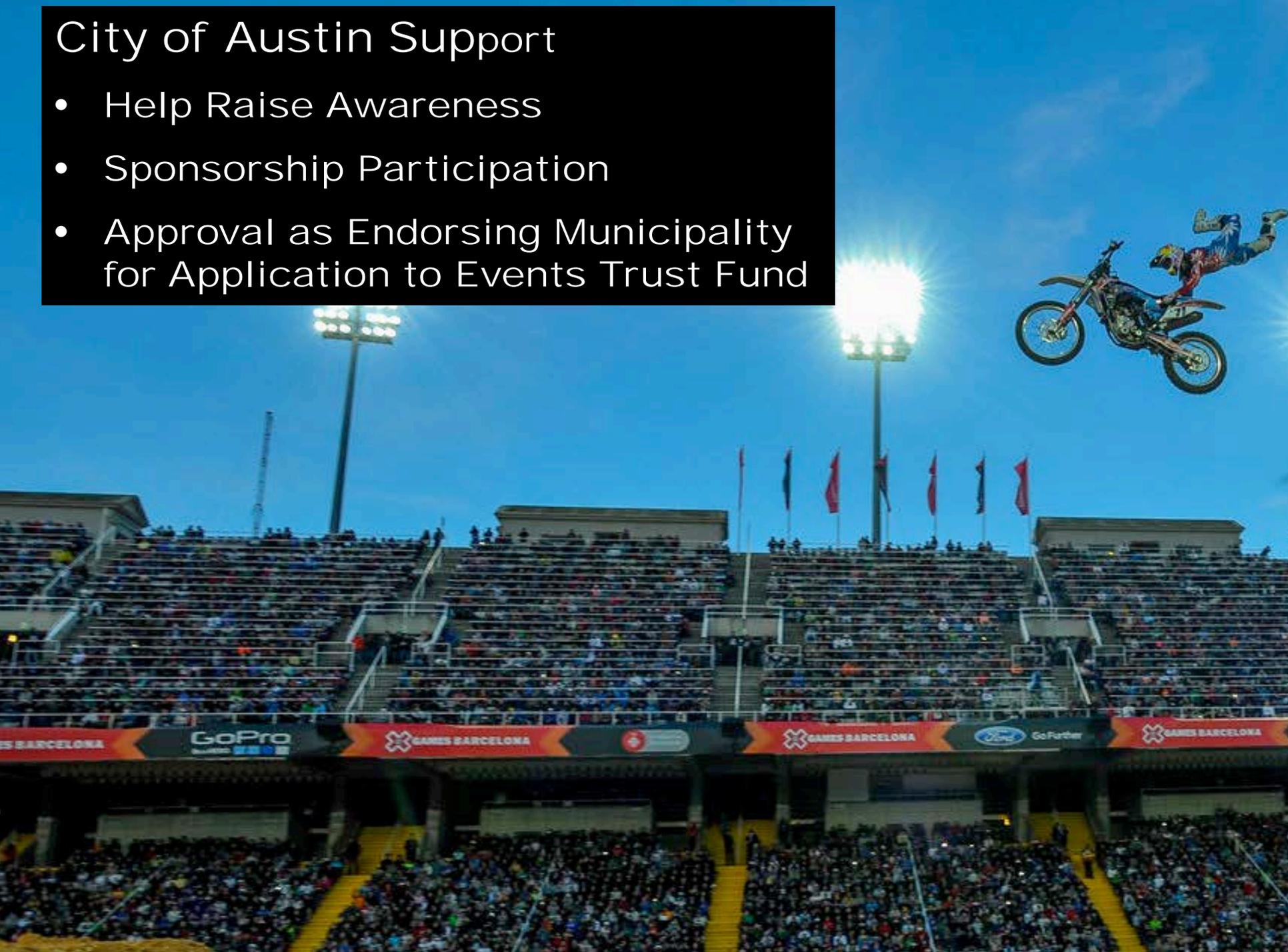
A scenic view of a city skyline across a body of water. The water is dark blue with ripples, and several ducks are swimming in the foreground. The city skyline in the background features several tall buildings, including a prominent white skyscraper with a pointed top. The sky is clear and blue. The text "Current Bid Process" is overlaid on the bottom left of the image.

Current Bid Process

- 12 Interested Cities Originally
- Finalist Cities – Austin, Charlotte, Chicago, Detroit
- Selection Committee Visit – Early June
- Winning City Announced First Week in July
- Chicago and Detroit have Full-Time Community Committees Working to Fund and Win this Event Bid

City of Austin Support

- Help Raise Awareness
- Sponsorship Participation
- Approval as Endorsing Municipality for Application to Events Trust Fund



Let's Win It Together!



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