



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!

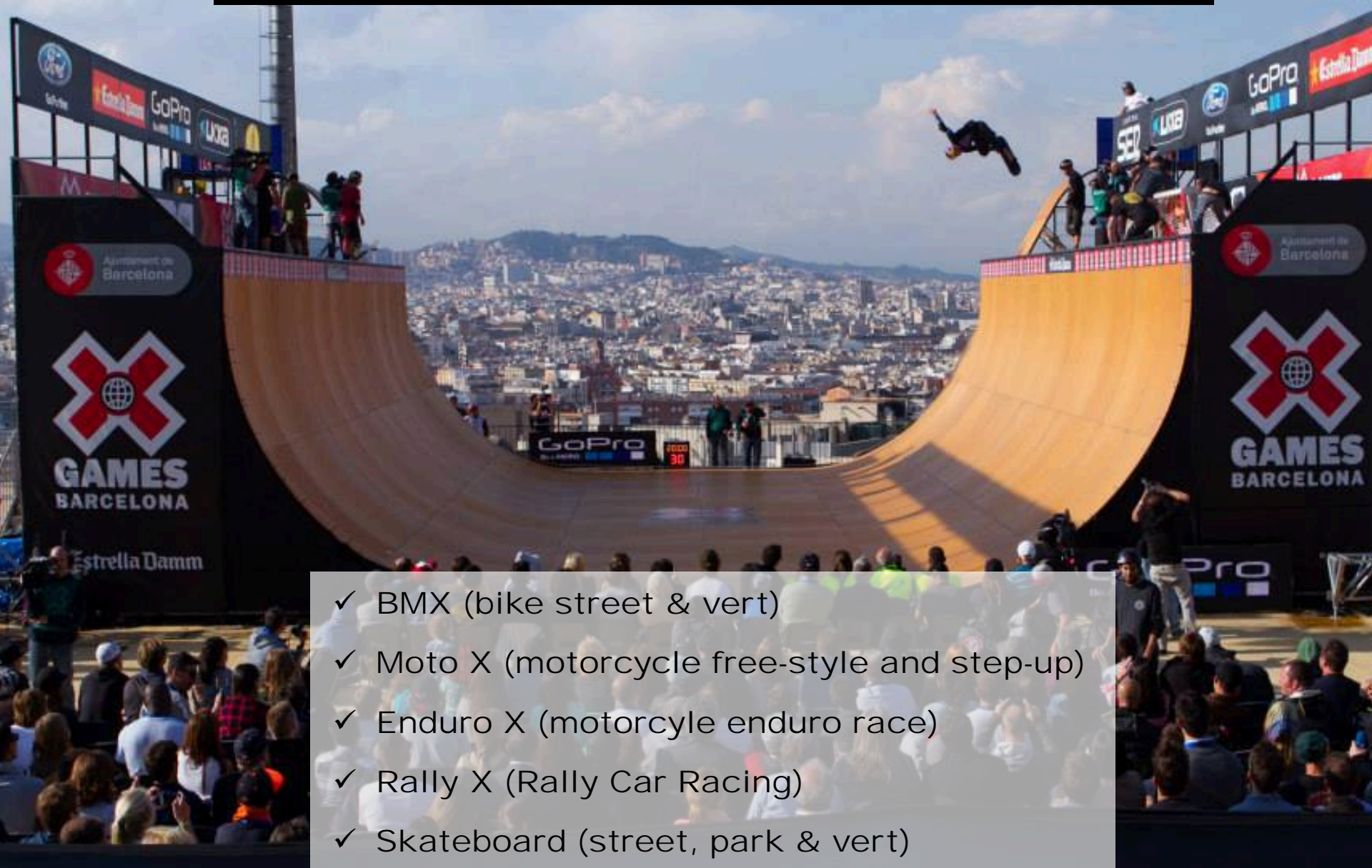


WHAT ARE THE X GAMES?



- 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



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SKATEBOARD BIG AIR





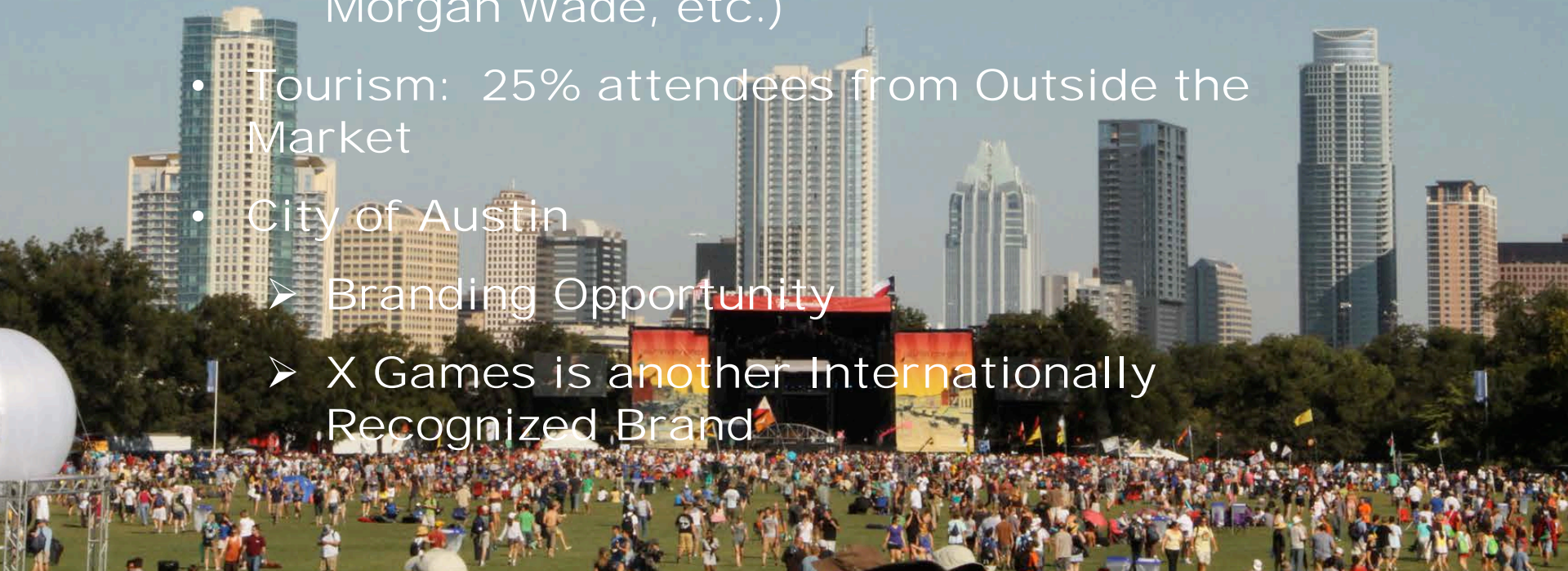
X FEST STREET FESTIVAL

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

8,552 likes · 1,791 talking about this

Like

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



Photos



CONTEST!!!



Win Tickets



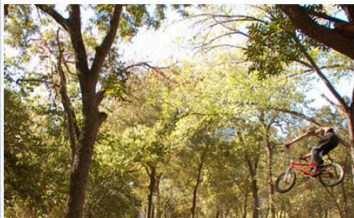
X Games Videos

Highlights

X Games Austin
about an hour ago

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 ...

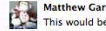
1 - 17 hours ago



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...

1 - Saturday at 7:54pm



Enrique Cabrera

This would be the sweetest X games ever!!

Saturday at 6:50pm



Jon-wesley Schyma

Carve Skate Shop

1 - Saturday at 2:22pm

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View all photos and videos

Worldwide Trends · Change

#ConfesionesDeMarioSilva

#UnidadDeChávezNoCedeALasIntrigas

#MarioSilvaEsNuestroSapo

#modernizaunrefrán

#JessieJHangout

Bieber Air

Venevisión

Diosdado

La Hojilla

Jamel García



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/TXTToast

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X GAMES AUSTIN BID @XGamesAustin

Win a BMX bike, #xgamesaustin skateb

points, win stuff: bit.ly/WinATXGames

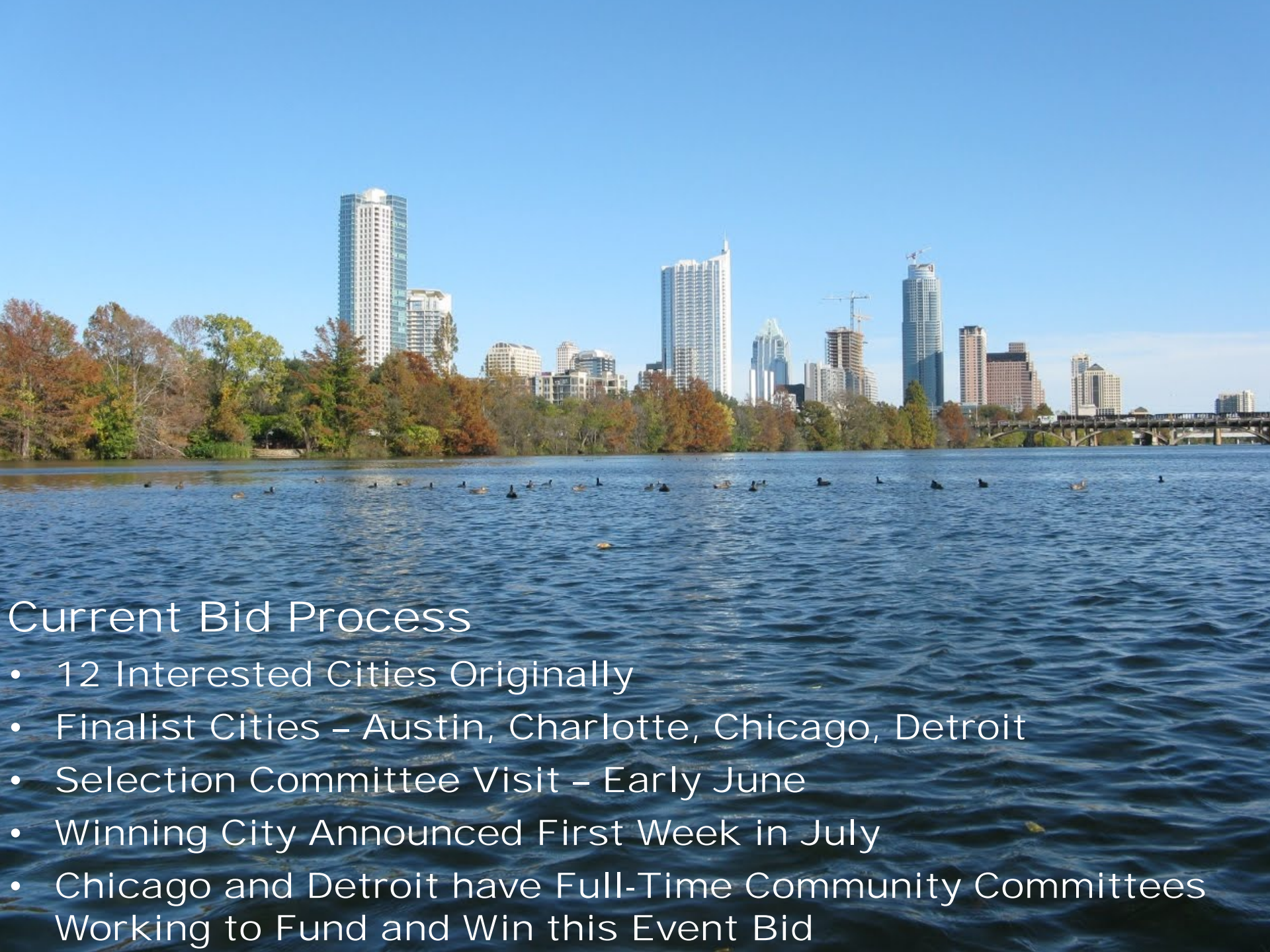
Expand



X Games @XGames

Have you seen @Mitchiebrusco84's 1080 run? Check out the top videos from #XG

XGames.com/video

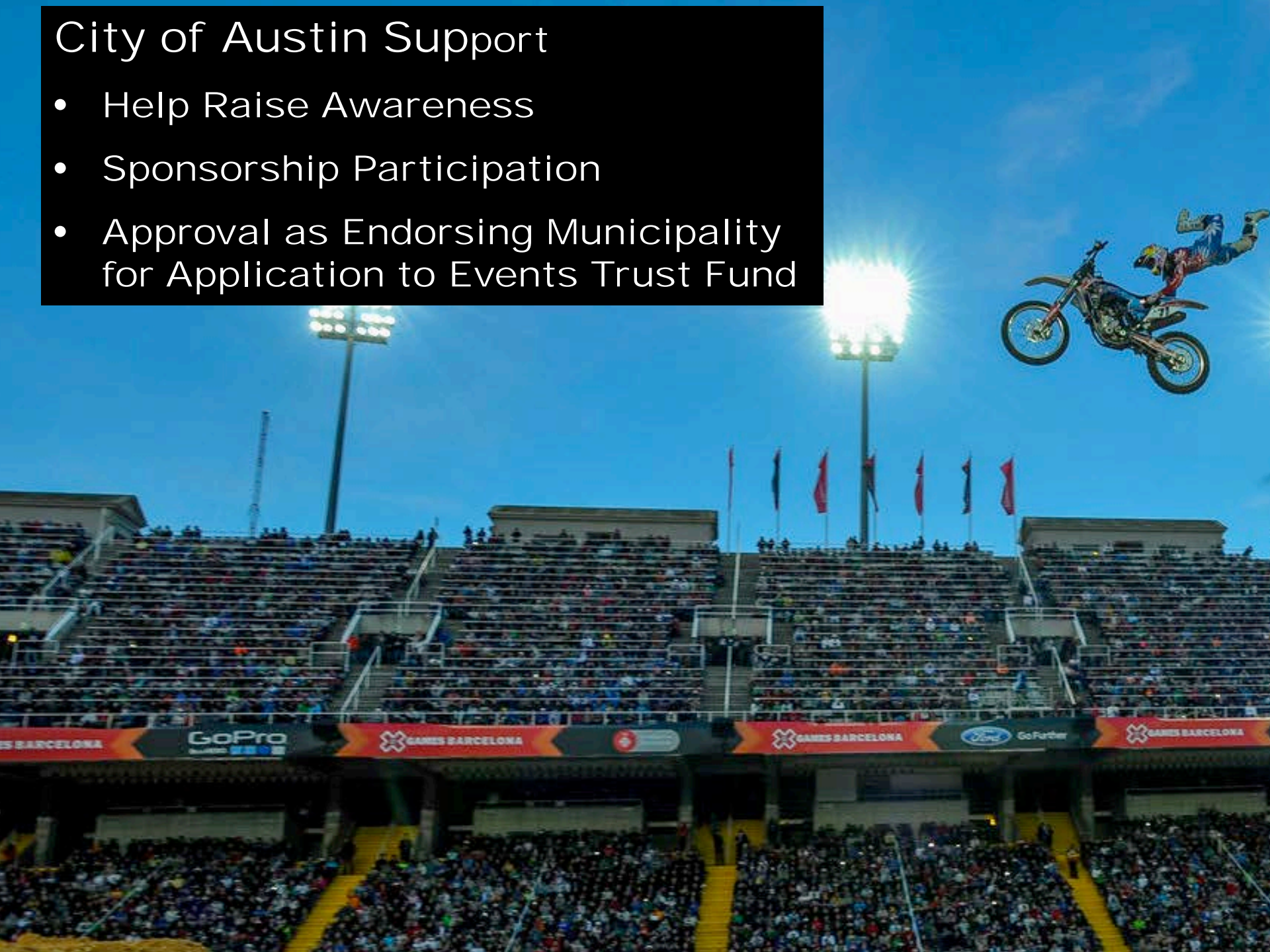


Current Bid Process

- 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!



GAMES
AUSTIN
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