

#OIAROADSHOW

WEST COAST TOUR 2016



WHAT IS THE OIA ROADSHOW

Why is OIA hitting the road?

Outdoor Industry Association is based in Boulder, CO—but our 1,200 members are spread across the USA. As the leaders of this \$646 billion outdoor industry, it's our duty to tell the stories of the people, places, and innovation that makes up the outdoorist community. We're rolling up our sleeves and diving right in.

In January 2016, we sent our community and social media coordinator, Katie Boué, out on the road to visit members, host networking happy hours, and document outdoor industry culture across the country. The beta roadshow has been a success—so in June 2016, we're taking things to the next level with a west coast tour. Over two dozen cities, five happy hours, and 6,000 miles of road travel.

Roadshow thus far:

- 3 city visits** completed
- 15 outdoor HQs visits** completed
- 3 stories** on the OIA website
- 1 happy hour** planned + executed
- 52 social media posts:** 23 tweets, 16 Instagrams, 9 Facebook posts, 4 LinkedIn updates
- 18 recorded interviews**



ROADSHOW MISSION

The OIA Roadshow has three primary goals:

- 1. Put a spotlight on the story of the outdoor industry.** Featuring the faces, passion, and innovation behind the gear that gets us outside, and the people who help us get outdoors.
- 2. Promote the National Parks Centennial and our #Parks4Kids initiative.**
- 3. Highlight our industry's stories of sustainability.** We'll be hosting five sustainability happy hours throughout the west coast.



**OUTDOOR
INDUSTRY**
ASSOCIATION

OUTDOOR
INDUSTRY
.ORG

Lookout Mountain in Asheville, NC



OIA Chattanooga Happy Hour



Goodhew Factory Tour, Tennessee



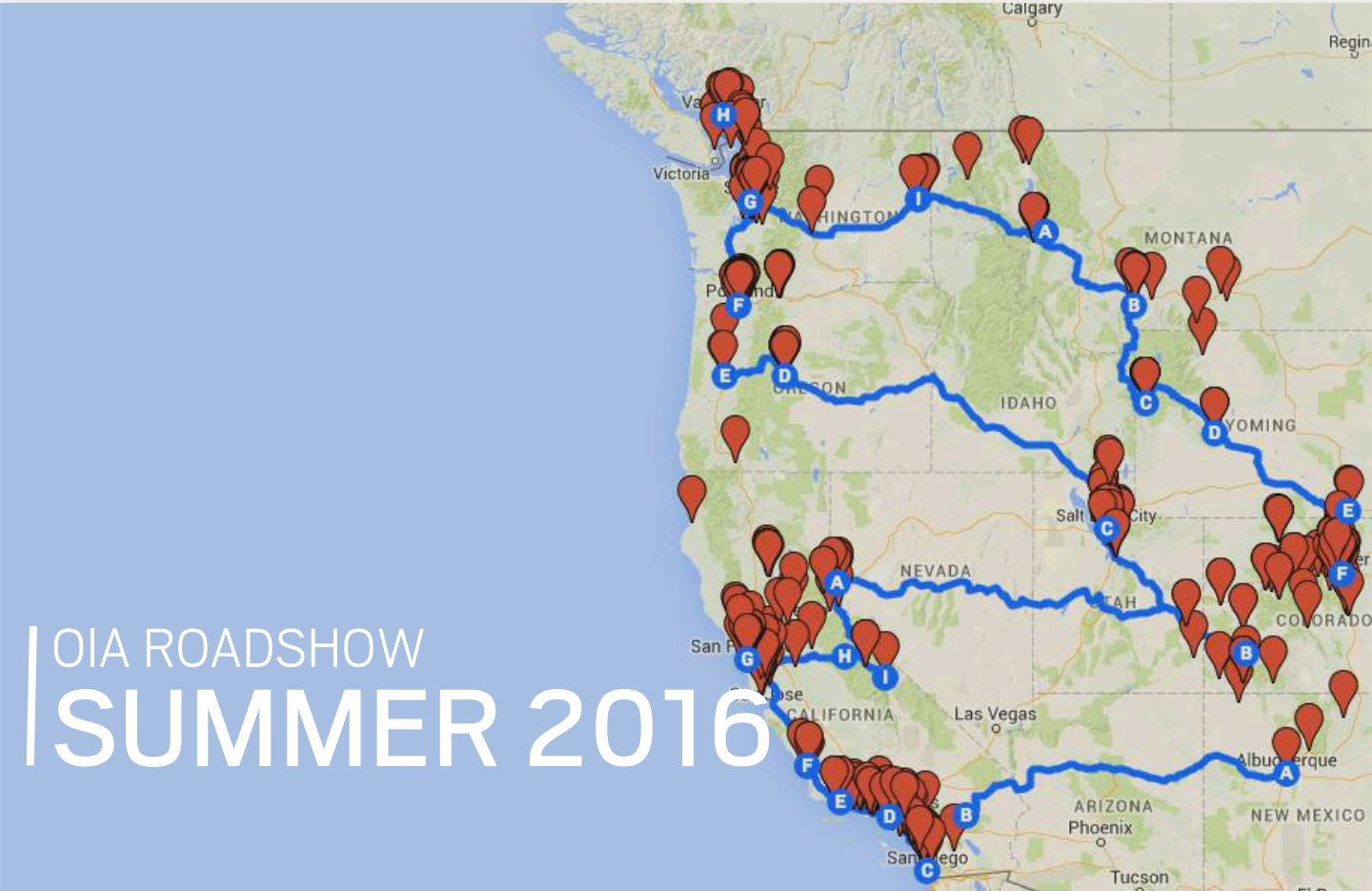
WHY YOU SHOULD GET INVOLVED

Why should you get involved?

We're embracing the outdoorist lifestyle, and sending Katie out on the road #VanLife style. OIA believes in the power of collaboration, and we're inviting our members to hop in the co-pilot seat as we bring the outdoor industry to life through storytelling, events, content creation, and more. Join nationally recognized brands like REI, prAna, and Toad & Co. who are already signed on for the adventure.

Our roadshow will connect with everyone from CEOs to consumers, providing a strong platform for your brand to gain recognition and forge new relationships. In addition to reaching millions each month through social media, OIA has over 600 member organizations on the west coast-and your brand will be highly visible to every retailer, manufacturer and associate we visit.

"When OIA speaks, everyone in the outdoor industry listens." - Angie Houck, Darby Communications



OIA ROADSHOW SUMMER 2016

JUNE **1-15** **SoCal • San Diego • LA • Santa Barbara**

+ SoCal Sustainability Happy Hours*
Hosted by prAna and Toad & Co.

JUNE **16**-JULY **6** **Bay Area • San Luis Obispo • Tahoe • Yosemite**

+ San Francisco Sustainability Happy Hour*

JULY **7-31** **Reno • NV/UT National Parks • Moab • SW Colorado**

AUGUST **1-10** **Salt Lake City • Outdoor Retailer Summer Market**

AUG **11**-SEPT **10** **Bend • Eugene • Portland • Seattle • Vancouver**

+ Portland & Seattle Sustainability Happy Hours*
Hosted by REI

SEPT **11-18** **Spokane • Missoula • Bozeman • Jackson • Lander**

SEPT **19-30** **Front Range • Denver • OIA Rendezvous 2016**

**Happy hours pending dates + locations.*



CONTENT & COMMUNITY STRATEGY

Let's tell the story of outdoor.

The OIA Roadshow is all about community. Being part of the this industry means you're part of a tribe made up of thinkers, doers and dreamers. We're holding meetings from ski lifts; revolutionizing gear in our garages; leading global sustainability efforts; and changing the way the world interacts with the outdoors. We're going to bring it all to life through robust storytelling and content that will reach a diversity of platforms-both on OIA's channels and industry media.

Let's party.

Join us for five sustainability happy hours throughout the duration of the OIA Roadshow west coast tour. These mixers will convene local outdoor communities and We'll be networking with industry colleagues, hosting silent gear auctions to benefit Parks4Kids, and enjoying refreshments (read: beer) at each event. **Sponsors in happy hour regions have priority for event participation.*

Let's play outside.

Celebrating #NPS100 and all of the west coast's public lands. While on the road, Katie will be camping outdoors each night, and visiting any many national parks, forests, monuments, and public land as possible. These outdoor spaces are the very reason our industry exists-they deserve to be revered and spotlighted.



ITINERARY & TACTICS

How are we going to achieve it all?

Telling the story of the west coast's outdoor industry from San Diego to Salt Lake City is no easy feat-but we're ready with a trove of tactics for documenting and sharing the roadshow journey:

- **Outdoor industry city/town profiles**
- **Feature articles, Q&As, and round ups on the OIA website**
- **Live Facebook video streams during events and interviews**
- **Instagram takeovers**
- **Photo albums of outdoor brand HQ tours and events**
- **Video and audio**
- **1-2 #OIAroadshow Twitter chats**
- **Collaboration with digital publications**

In the last 30 days, OIA has reached 2.7 million potential users on Twitter and Facebook alone. Our Facebook page generated 200,00 impressions by 121,000 users.



SPONSORSHIP OPPORTUNITIES

- **TITLE - \$10,000**

Provides the highest level of support. Key partner(s) with name/logo on all primary roadshow print and web material. Opportunity for (2-4) unique content collaborations. Weekly dedicated social media posts. Recognized at happy hours and logo featured on landing page.

- **GOLD - \$5,000**

Strong support of the roadshow. Name/logo on primary roadshow print and web material. Opportunity for (1) unique content collaborations. (5) dedicated social media posts. Recognized at happy hours and logo featured on landing page.

- **SILVER - \$1,000**

Name/logo on some roadshow print and web material. (2) dedicated social media posts. Logo featured on landing page.

- **CONTRIBUTING - \$500+**

Name/logo on some roadshow print and web material. (1) dedicated social media post. Logo featured on landing page.

All sponsors must donate gear for #Parks4Kids silent auctions at happy hours.

SPONSORSHIP OPPORTUNITIES

	TITLE	GOLD	SILVER	CONT
Exclusive co-branded collaboration opportunities				
Logo on all primary print and web materials				
Mentions in all print material and press releases				
Thank you's during sustainability happy hours				
Logo on roadshow landing page				
Featured in Parks4Kids gear auctions				
Opportunity for content collaboration + creation	2-4	1		
Dedicated social media promotions and shout-outs	Weekly	5	3	1
Featured at Outsiders Ball and Outdoor Retailer				

WILL YOU JOIN US ON THE ROAD

Interested in getting involved?

We're hitting the road on June 1, 2016, so there's no time like the present to climb aboard the OIA Roadshow train before it leaves the station. This is going to be the biggest tour of the outdoor industry our community has ever been a part of. We're telling a bold, bright story-and your brand should be a part of it.

Contact

Katie Boué

Community and social media coordinator

kboue@outdoorindustry.org

(305) 794-9900

Want to get in touch about future legs of the OIA Roadshow (northeast and midwest regions, we're looking at you)? Shoot us an e-mail and let's chat.

Thank you.



**OUTDOOR
INDUSTRY**
ASSOCIATION

OUTDOOR
INDUSTRY
.ORG