OUTDOOR ADVENTURE X

CLIMBING ACTIVATION OPPORTUNITIES

JUNE 17-18, 2023 // SNOWBASIN // HUNTSVILLE, UTAH

WHAT IS OAX?

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Outdoor Adventure X is a mountain gear festival for the outdoor adventurer. Snowbasin Resort will serve as the base for education, workshops + clinics, food trucks, a beer garden, and live music. At the base of the mountain, Pineview Reservoir will host on-water demos, and the adjacent Anderson Cove Campground will offer overnight camping and glamping.

Clinics and workshops will feature programming for climbing, cycling, hiking, overlanding, and paddle sports consumers.

ATTENDANCE

- Attendees: 15,000+ outdoor and active lifestyle, overland, and camping enthusiasts
- Exhibitors: 250+ outdoor recreation gear vendors

Event VENUE

Snowbasin Ski Resort

Snowbasin Resort is a 3,000-acre year-round playground on the back side of Utah's Wasatch Mountain Range. The mountain offers 26 miles of hiking and single-track biking trails that wind through scenic aspen groves and glades of pine, plus access to nearby US Forest Service trails. Watch the Video.

Pineview Reservoir

This Ogden Valley lake offers spectacular boating, windsurfing, swimming, fishing, and playing in the water and sand. All OAX watersports demos will be hosted on Pineview Reservoir with a shuttle service from the main event site on Snowbasin.

On-Mountain DEMOS

At the top of Snowbasin's Needles Gondola, climbing workshops, clinics, and demos will take place all weekend on natural terrain adjacent to Needles Lodge.

Snowbasin's 26 miles of trail system will be used for on-mountain education, clinics and demos for the mountain bike, e-bike, climbing and hiking communities.

Attendees can ride the 13 minute shuttle down to Pineview Lake for on-water Paddlesports clinics and demos.

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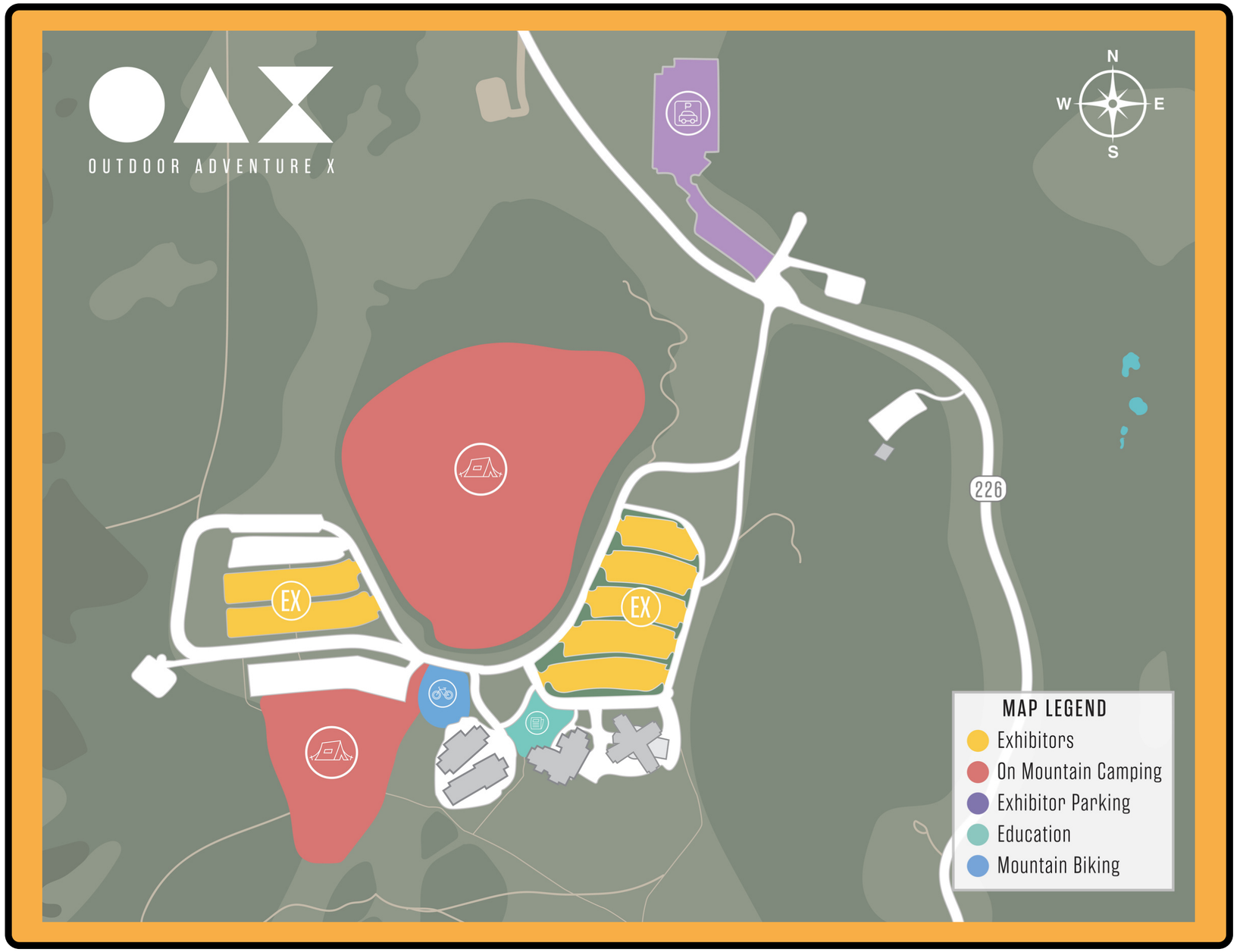
Snowbasin
VILLAGE

On Snowbasin Mountain

- Primitive Camping in grassy fields
- Vendor midway
- Access to Mountain Bike, E-Bike, Hiking, Climbing Demos
- Education Series
- Food trucks
- Craft beer garden
- Happy hours
- Raffle



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ACTIVATION OPPORTUNITIES

Climbing Education

- Roundtable discussion on topics relevant to the climbing community
- On-mountain climbing fundamental skills workshops hosted by Weber State Outdoor Programs experts.

Climbing Product Demos

- On-mountain climbing product demos take place all weekend at the top of Needles Gondola on natural terrain adjacent to Needles Lodge.

Snowbasin Village Gear Vendors

- Snowbasin Village will host local gear shops, climbing gear manufacturers & accessories, and local guide services.

Family Adventure Area

- Snowbasin Village will host a rock wall for kids in the Family Adventure Area

EVENT MARKETING

OAX Marketing will target the camping, outdoor, and active lifestyle audience regionally within 200 miles of Salt Lake City, Utah in addition to national media campaigns.

- Digital Targeting Of Regional Climbing Audience
  - Regional paid search & social media
  - Geo-Fencing/Farming
  - Programmatic Digital

- Regional TV, Radio, Digital Outdoor

- National media advertising campaigns: Outside, Gear Junkie, Overland Journal, etc.

- Audience Marketing via email and social media

PARTNERSHIPS

OAX will extend personal invitations to the regional climbing community via partnerships with local, regional and national climbing clubs and organizations.

- Regional Climbing Clubs + Organization Outreach
- The Front Climbing gym + others
- Weber State Outdoor Programs

Have a community or club we should invite?

Let us know!
info@outdooradventurex.com

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OutdoorAdventureX.com
Get A Booth
(Starting at $500)
Sponsorship + Demos
(Starting at $2,000)