



COPENHAGEN WINTER GAMES

A 2 day festival with world class performance on snowboard and ski.

The first official OLYMPIC Qualification for snowboard Big Air and a double world cup on ski and snowboard.

Tailored as a worldwide TV broadcast in front of 20.000 happy visitors, combined with a international and national musical line up.

Together with Wonderful Copenhagen, FIS, DR, Refshaleøen, the Royal Theater, Region Hovedstaden, Sport Event Denmark, Københavns Kommune, and Infront we'll create the first ever double World Cup for ski + snowboard and first ever Olympic Qualification for snowboard Big Air in Copenhagen.

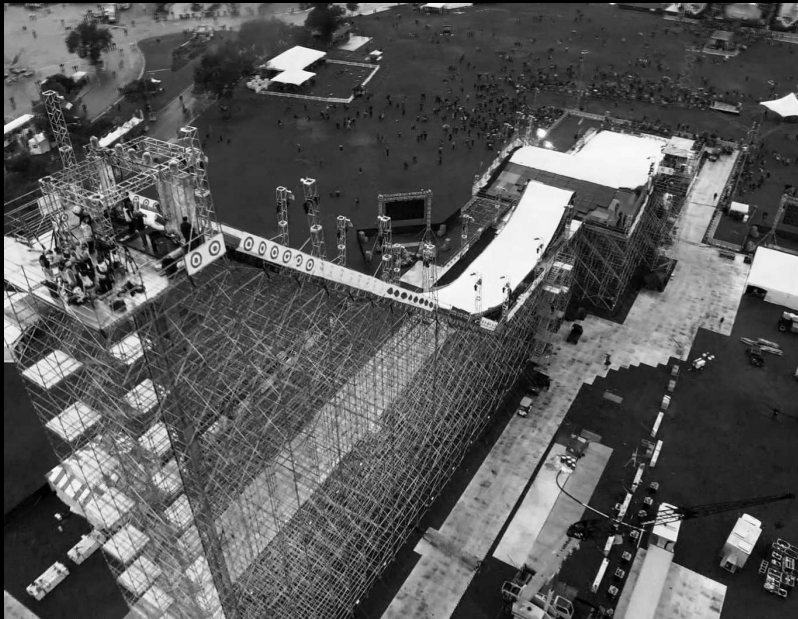
The creators behind the concept and Idea is Michael Fugmann, founder of Frostgun Invitational and Kaare Breinholdt, owner of Wishbone.

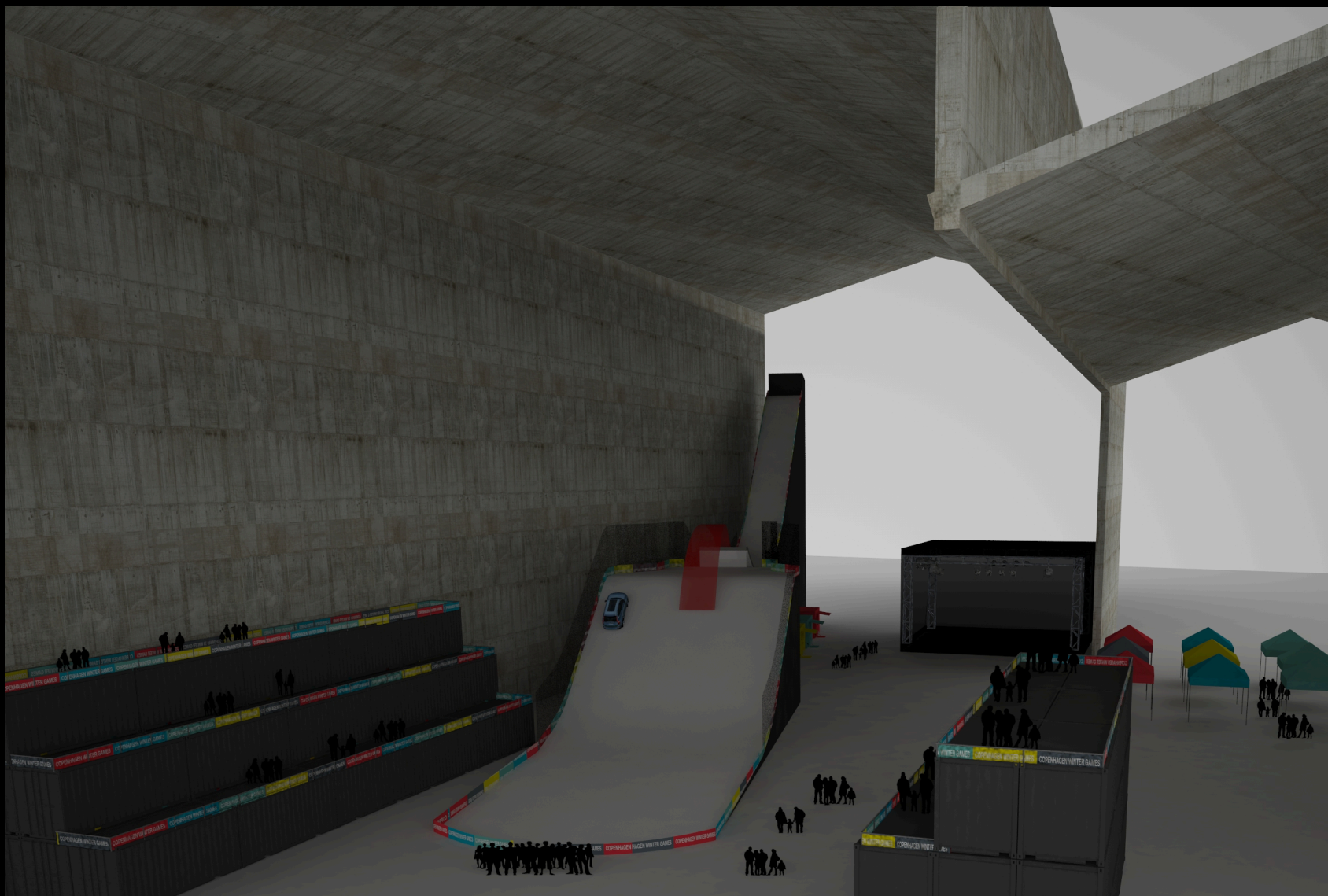
With the best action sport in the world, a world-class tailored TV show, we'll create this 2-day festival with the best national and international music act at the amazing venue of the B&W halls at Refshaleøen, Copenhagen.

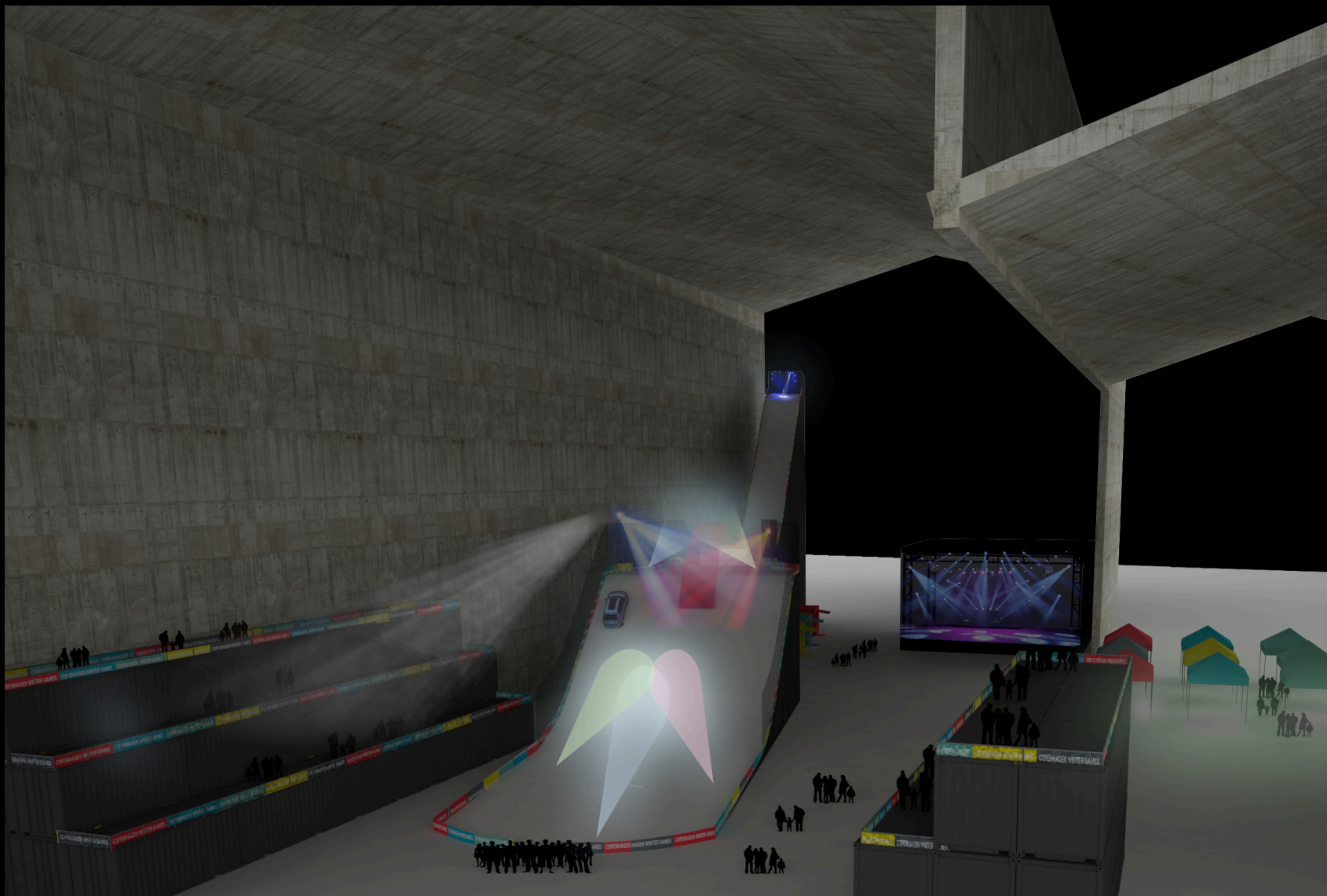


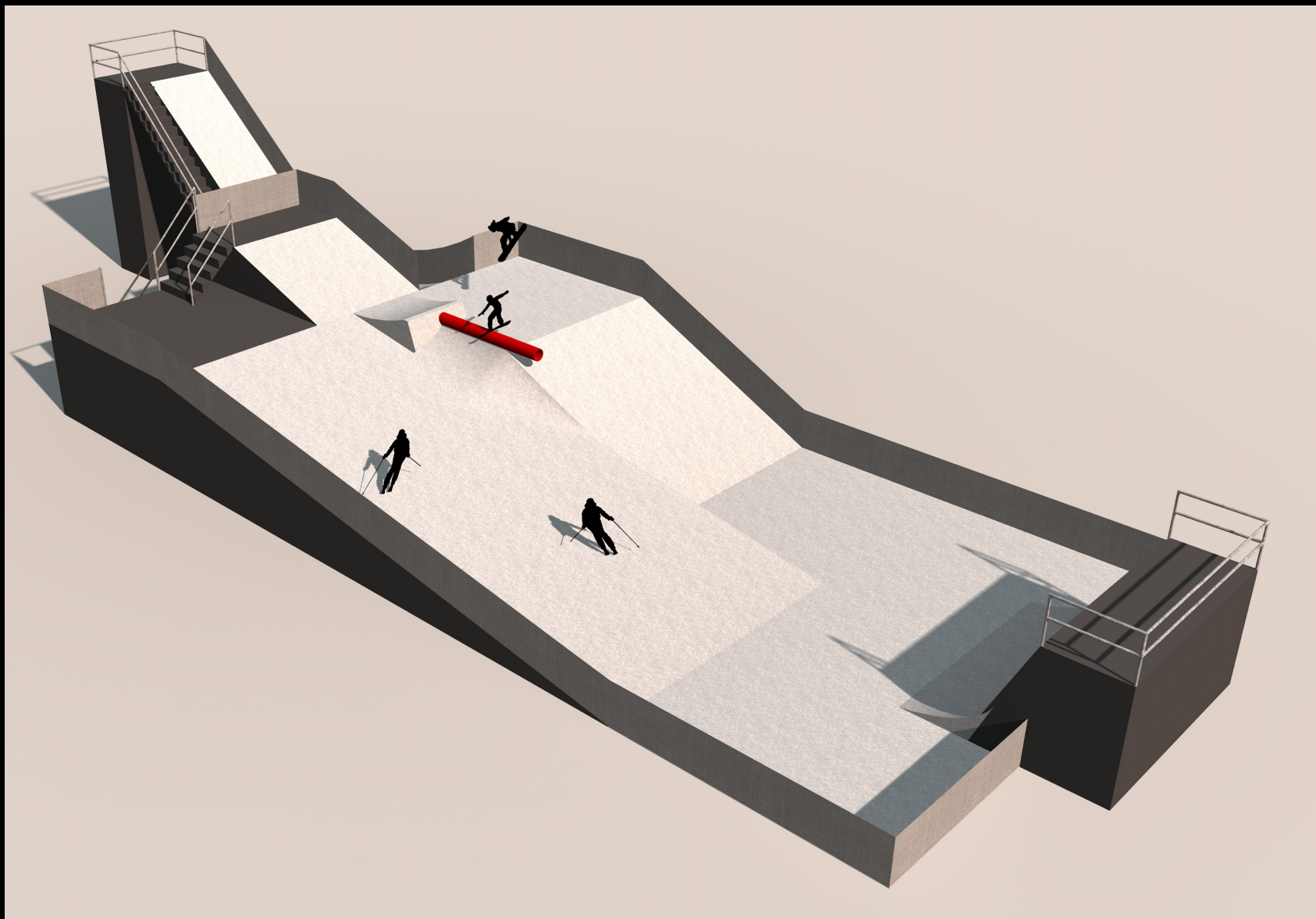
The venue is set to be B&W halls in Copenhagen. With up to 66 meters to the roof, the 60 meters scaffolding jump can exactly fit inside the monster of a hall.
Also a music scenery is build in hall, to create an unique culture event, never seen before in Copenhagen.
Outside an environment of ecological foodstands, demos, test center etc will be build and fulfill this amazing happening.

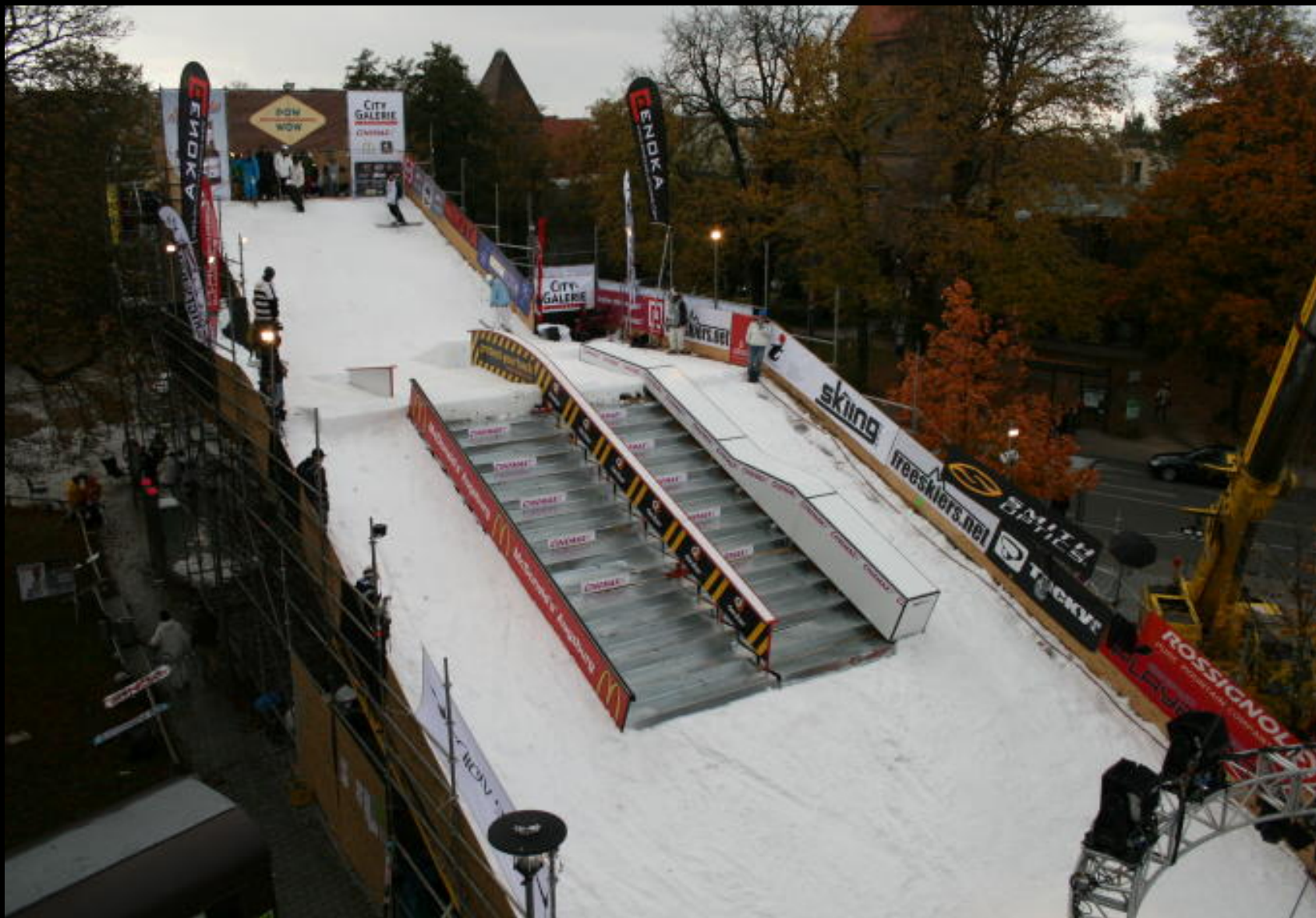
With the Winter Olympics coming up in February 2018, the date November 2017 is just 2-3 months before the games. All eyes will turn towards Copenhagen, when the worlds 120 best action sports athletes will be competing at the first ever World Cup and Olympic qualifier, for important FIS points and 100.000 USD price purse and forever glory in the beautiful capital of Denmark, Copenhagen















Visitors

- 120 athletes
- 20 countries worldwide
- 150 officials
- 1500 fans primarily Scandinavia + Germany

Media reach

- 15 hours live TV
- Distributed by EBU + Infront
- Live in + 20 Countries
- Enormous online reach via athletes + partners

Facts

- 50 meters high
- 140 meters long
- Content:
- Event activation:
- Hospitality:

Target Group keywords

- Young urban lifestyle
- Opinion leaders
- 16-36 years of age (65%)
- Families with children between 10-16 years old.



**Friday day 1 // November 2017:
FREESKI MEN**

2.00 PM: Doors open
3.30 PM: Qualification Freeski Men
5.00 PM: Suspekt LIVE
7.00 PM: Snowboard final women
8.00 PM: Lukas Graham LIVE
9.00 PM: Freeski final Men
10.00 PM: TooManyLeftHands LIVE
0.00 AM: Doors closing

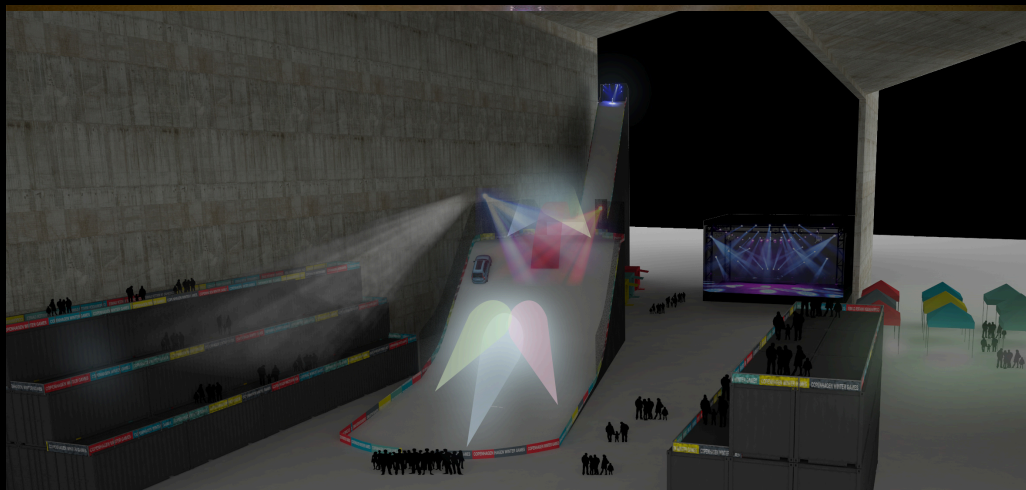
LIVE on TV 3 PM – 5 PM and 6 PM – 10 PM



**Saturday day 2 // November 2017:
SNOWBOARD MEN**

- 2.00 PM: Doors open
- 3.30 PM: Qualification snowboard Men
- 5.00 PM: MØ LIVE
- 7.00 PM: Freeski final women
- 8.00 PM: Nik & Jay LIVE
- 9.00 PM: Snowboard final Men
- 10.00 PM: Major Lazor LIVE
- 0.00 AM: Doors closing

LIVE on TV 3 PM – 5 PM and 6 PM – 10 PM



TV Copenhagen winter games:

Copenhagen winter games global TV broadcast is produced in cooperation with DR and distributed by Infront.

National TV broadcast:

15-20 hours LIVE TV on DR 3

Radio broadcast live: P3

Highlights: DR 3

Lifestyle programs: DR 1

International TV broadcast:

15 hours live TV

Infront TV distribution



Inspiration

The main inspiration comes from the Frostgun Invitational success taking place in Val d'Isère, France.

The idea of bringing it to the city comes primarily from X-Games, Oslo.

- Frostgun was sold out in 2015 and 2016 in only 10 days.
- X-games Oslo was sold out.
- The media reach from X-Games Oslo was already on day 1 considered a great investment from the city hall of Oslo.

Copenhagen winter games will be the first ever FIS world cup and Olympic qualifier in Denmark and the first ever indoor Big Air world cup. We will build the biggest scaffolding jump in the world and make this the greatest annual megaevent in the city of Copenhagen.

X-Games Oslo was in 2016 supported with 42 millions NKR from the region of Oslo.



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