

HUR KONCEPTUALISERAR VI LÅNGLOPPEN?

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PROJEKTET SKI CLASSICS

W Sportsmedia AB

Vasaloppet

Birkebeinerrennet

Snart startar vi Ski Classics Season XIV!

Men vad är Ski Classics och vad gör vi idag?



THE LONG DISTANCE SKI CHAMPIONSHIP FOR PRO TEAMS AND RECREATIONAL SKIERS

**Ski
Classics**

✓ 35 PRO TEAMS

✓ 300+ PRO ATHLETES

✓ 50 000 RECREATIONAL SKIERS







PRO TOUR XIV

THE LONG DISTANCE SKI CHAMPIONSHIP

✓ **DECEMBER - APRIL**

✓ **50.000 RECREATIONAL SKIERS**

✓ **WOMEN AND MEN SKI TOGETHER**

✓ **VIP ACTIVITIES ON SITE**

✓ **ALL TV PRODUCED**





SKI CLASSICS

THE LONG DISTANCE SKI CHAMPIONSHIP

CHALLENGERS EVENTS

- ✓ **Promoting & supporting the sport**
- ✓ **Unlimited amount of events**
- ✓ **Rollerski & ski events**
- ✓ **All year round activities**
- ✓ **Recreational & elite participation**
- ✓ **Women and men together**
- ✓ **Building a global community**
- ✓ **Social media activities**

Rank	Team Name	Country	License Holder
1	TEAM RAMUDDEN	Sweden	RAMUDDEN
2	LAGER 157 SKI TEAM	Norway	LAGER 157
3	TEAM RAGDE CHARGE	Norway	RAGDE CHARGE
4	RUSSIAN WINTER TEAM	Russia	RWT
5	TEAM KOTENG EDISSEN	Netherlands	KOTENG EDISSEN
6	TEAM MÄENPÄÄ	Finland	MÄENPÄÄ
7	TEAM XPND FUEL	Norway	XPND FUEL
8	TEAM NORSK GRAN	Norway	NORSK GRAN
9	TEAM NORDIC EXPÉRIENCE	France	TNE
10	TEAM KAFFE-BRYGGERIET	Norway	KAFFE-BRYGGERIET
11	VLTAVA FUND SKI TEAM	Czech Republic	VLTAVA FUND
12	TEAM ENGCON	Sweden	engcon
13	SLAVIA POJIŠTOVNA SPORT TEAM Z.S.	Czech Republic	SLAVIA
14	ED SYSTEM SILVINI TEAM	Italy	ED SYSTEM
15	TEAM BSV IBEX	Switzerland	IBEX
16	TEAM INTERNORM-TRENTINO-ZORZI MAX BY SZ	Italy	INTERNORM-TRENTINO-ZORZI
17	TEAM CURIRA	Sweden	Curira
18	TEAM NORDIC JOBS WORLDWIDE	Norway	NORDIC JOBS WORLDWIDE
19	TEAM ROBINSON TRENTINO	Italy	ROBINSON TRENTINO
20	TEAM COOP	Norway	coop
21	ENDLESS LOCAL NORDIC TEAM	Germany	endless local
22	TEAM FUTURA ALTA QUOTA TRENTINO	Italy	FUTURA ALTA QUOTA TRENTINO
23	TEAM RUSTAD IL OSLO	Norway	RUSTAD IL OSLO
24	TEAM EDUX	Finland	EDUX
25	TEAM NTNUI SWECO	Norway	NTNUI SWECO
26	TEAM SYNNEFJELL	Norway	SYNNEFJELL
27	XC-SKI.DE A/N SKI-MARATHON TEAM	Germany	XC-SKI.DE
28	TEAM ELECTROFIT	Finland	ELECTROFIT
29	TEAM STRAYE WATERWELL	Norway	STRAYE WATERWELL
30	SKI-WILLY MARATHON TEAM AUSTRIA	Austria	SKI-WILLY MARATHON
31	TEAM EKSJØHUS	Norway	EKSJØHUS
32	EXSITEC SKI TEAM	Sweden	EXSITEC SKI TEAM
33	TEAM KASKIPUU	Finland	KASKI
34	SKI TEAM GÖHLINS	Sweden	SKI TEAM GÖHLINS
35	TEAM NÆRINGS-BANKEN	Norway	NÆRINGS-BANKEN

✓ International Pro Teams

✓ Minimum 2 male and 2 female skiers

✓ Gender equal prize money and distances



SKI CLASSICS COMPETITIONS

THE LONG DISTANCE SKI CHAMPIONSHIP



GRAND SLAM

To complete a Grand Slam a skier has to win all four Grand Classics event in the same season; Marcialonga, Vasaloppet, Birkebeinerrennet and Jizerská 50. In Grand Classics events higher points and prize money are distributed.

SC RANKING

SC Ranking points are handed out in all Ski Classics events. Ranking points are based on the race time difference between a skier and the winner in their gender. The 15 best event ranking points during last 24 months are counted. The seeding in Ski Classics events and the VIP remuneration are based on SC Ranking.





OUR COMMUNITY – MYPAGES

THE LONG DISTANCE SKI CHAMPIONSHIP

ELITE SKIERS

- ✓ Professional skiers
- ✓ Top performers
- ✓ Influencers
- ✓ Trendsetters

EVERYDAY ATHLETES

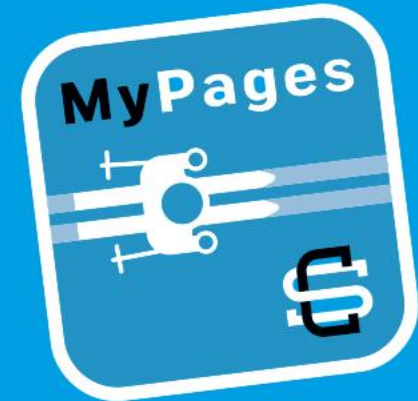
- ✓ Passion for skiing
- ✓ Active year round
- ✓ Big consumers
- ✓ Offline and online fans

ACTIVE FOLLOWERS

- ✓ Watch Tour on TV
- ✓ Follow their heroes

RECREATIONALS

- ✓ Enjoy to ski and stay healthy
- ✓ Like nature and fresh air



74% MEN
26% WOMEN



55% 35 TO
55 YEARS



60% DECISION MAKERS
& BUSINESS OWNERS



VAD ÄR GEMENSAMT FÖR DE STÖRSTA LOPPEN?

- **Storytelling**
- **X – Faktor**
- **Man är så mycket mer än en tävling!**
- **Achievement – en helårsprodukt!**

The logo for Ski Classics, featuring the word "Ski" in a large, black, cursive font, and "Classics" in a smaller, black, sans-serif font. A blue stylized figure of a skier is integrated into the letter "i" of "Classics".

SKI CLASSICS

ÖPPEN DISKUSSION / WORKSHOP

- **Syfte: Att dela erfarenheter för att tillsammans förbättra**
- **Vad gör ni idag, vad är era visioner som tävling?**
- **Hur kommer ni dit och vad begränsar er idag?**
- **Hur kan era gemensamma svar öka det totala intresset för vår älskade sport?**



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