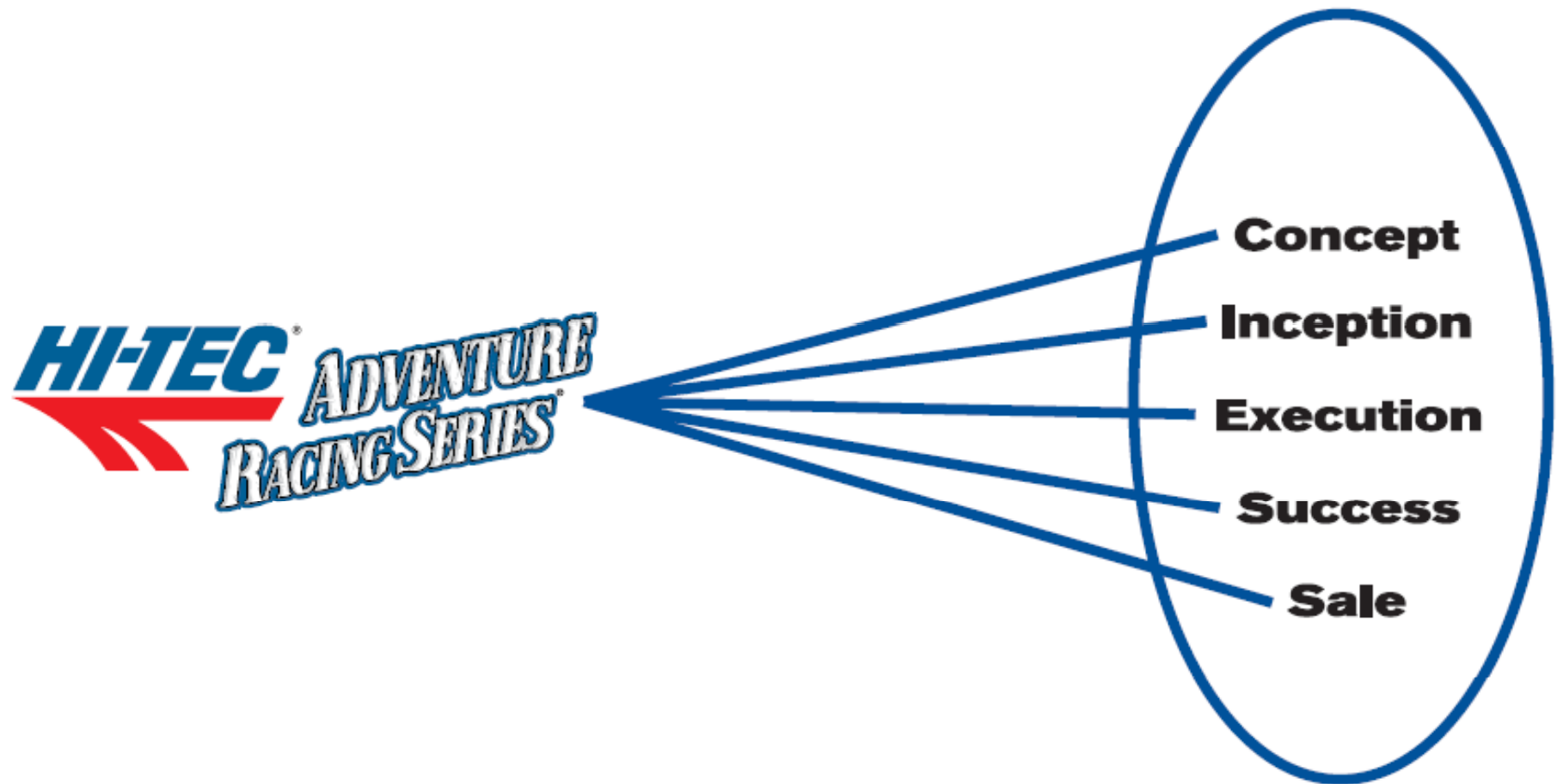


MESP Case Study

A template for success



MESP Case Study - The Evolution



MESP Case Study - The Concept

- Create a sport that makes competition fun
- Tap into the growing outdoor interests of athletes
- De Mystify the Arduous Task of Adventure Racing
- Create Heroes



MESP Case Study - The Concept

- Modesto, CA: Hi-Tec Sports U.S. Headquarters – 1995
 - Add credibility to the Hi-Tec Brand
 - Create new channels for distribution
 - Create awareness for the Hi-Tec Brand
 - Motivate Employees
 - Concept (Sprint Adventure Racing)
 - + Inception (Hi-Tec Sports)
 - = The Hi-Tec Adventure Racing Series
-



MESP Case Study - The Inception

Pittsburgh, PA: Hi-Tec Adventure Racing Series – 1996

30 3-person teams traveled to Moraine State Park in Pittsburgh, PA to Kayak 1 to 2 miles, Run 3 to 5 miles, Bike 10 to 15 miles, and Tackle team challenges such as the Slippery Mountain, The Wall, and the Mud Pit in the very first Hi-Tec ARS.

The series began in 1996 with two races, Pittsburgh and Los Angeles. Unparalleled execution and marketing savvy would eventually spawn a traveling, nationally televised event series.



MESP Case Study - The Execution

Logistics

MESP set the benchmark for organization and professionalism in lifestyle event management.

- Venue scouting and legal permitting
- Created and established safety standards for the sport of adventure racing
- Veteran race director and set-up crew
- Consistent and professional site set-up in each city
- In-house athlete services: online registration, team matching, event updates



MESP Case Study - The Execution

Marketing

MESP built mutually beneficial marketing partnerships to ensure success.

Television Partners

- ESPN 2 – Launch of the event to a national audience
- Outdoor Life Network – 8 show series that legitimized OLN with core audience.
- Magazine Partners
- Primedia
- Rodale Publications – Men's Health and Mountain Bike Magazine
- Conde Naste – Women's Fitness



MESP Case Study - The Execution

Sponsors

MESP established sponsorship relationships with the top endemic and non-endemic brands in the country. Using the Hi-Tec Adventure Racing Series, MESP created integrated marketing programs for everyone from shoes to tequila.

- Balance Bar
- Pontiac
- Giant Bicycles
- Fogdog Sports
- Sauza
- John Paul Mitchell Systems
- Monster.com



MESP Case Study - The Execution

Public Relations

MESP created a full-scale public relations campaign that targeted local, regional, and national media outlets.

- Press Kits
- Athlete Interviews
- Human Interest Stories
- Event Articles
- TV News Segments



MESP Case Study - The Success

Growth of the Event

- **2 events in 1996 to 8 events in 2002** (10 events in 1999)
- **345 participants in 1996 to 7,500 in 2002**
- **Televised National Championship Series – 1998-2003**

