

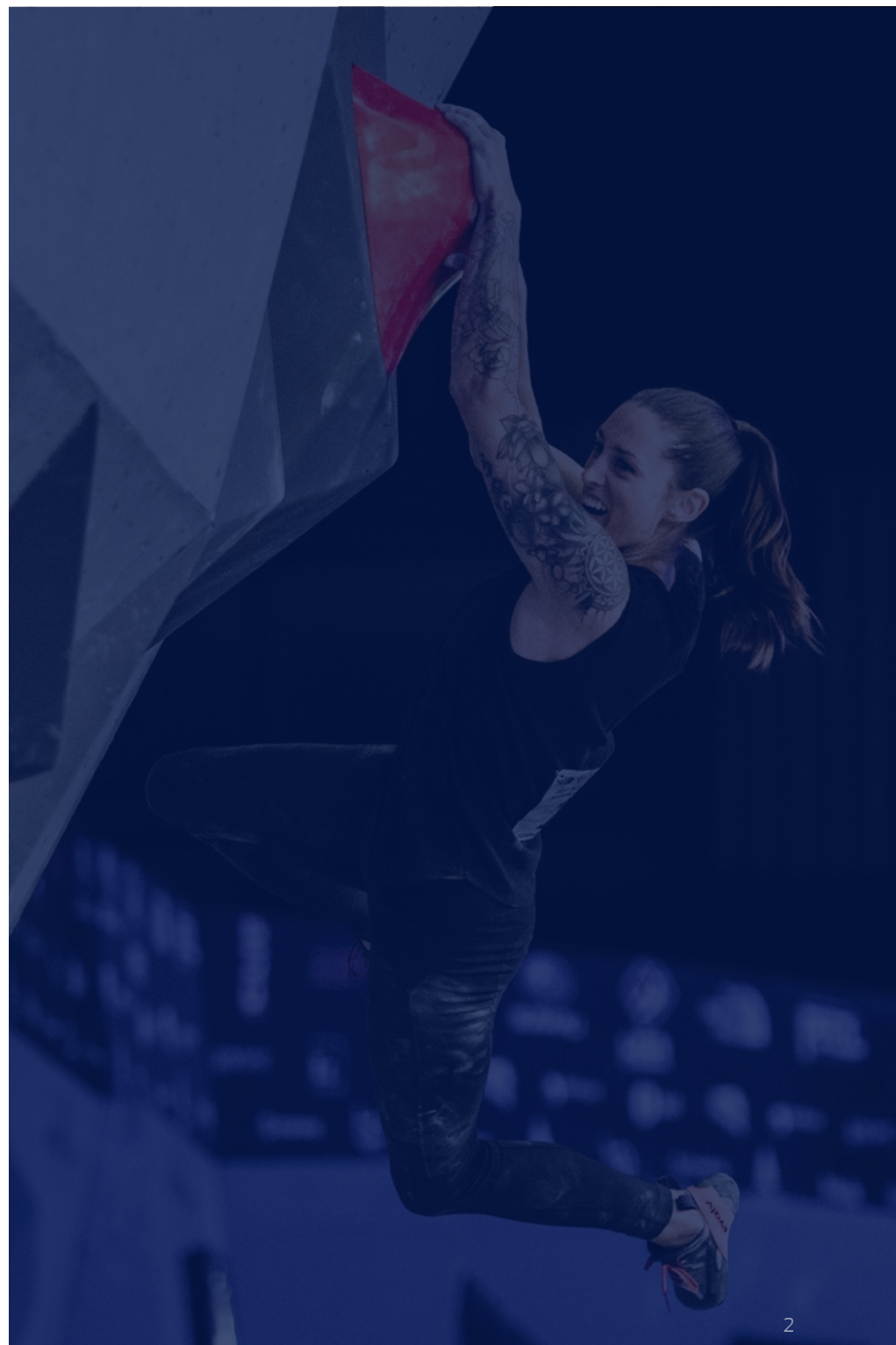


USA CLIMBING INTRODUCTION

Created for Prospective Partners
2022

USA CLIMBING

- Olympic National Governing Body for the sport of climbing based in Salt Lake City
- 501(c)3 non-profit supporting the overall well-being, development and success of athletes, the enrichment of our community, and the growth of climbing in the US
- Promotes three competition disciplines – bouldering, lead, speed – with adult, collegiate, paraclimbing and youth categories
- Our Olympic events are the embodiment of the Olympic motto: “faster, higher, stronger, together”. To learn more, please watch this short [video overview](#)
- Funded by our members, donors, partners and the US Olympic & Paralympic Committee



WHY USA CLIMBING?

- New to the Olympic Games and enjoying disproportionately high media attention given Tokyo 2020, Paris 2024 and LA 2028 Olympic Games inclusion
- New US Olympic rule 40 gives greater flexibility to non-Olympic sponsors
- Strong continued growth of indoor climbing gyms with +600 gyms in the US and interest has spiked following Climbing's Tokyo Olympics debut
- Exciting ESPN content creating new fans and a revised live model to better engage our core audience
- Brand attributes that attract responsible leaders like The Access Fund, The North Face and YETI
 - DNA rooted in the outdoors and environmental stewardship, encouraging responsible use, protection and preservation of the environment
 - Sport teaches young and old “problem” solving, perseverance, goal setting – which resonates well beyond core climbers

THE CLIMBING COMMUNITY

A YOUNG AND GROWING COMMUNITY

- +14M Americans climb indoors
- Skews Gen Y / Z with 65% of climbers between 18-35
- 48% female / 52% male
- Educated, urban, affluent and adventurous

Sources: American Alpine Club 2019 State of Climbing Report, Outdoor Industry Association, USA Climbing

NATIONAL EVENTS

PREMIER ANNUAL EVENTS

- US National Team Trials – March
- Paraclimbing Nationals – March
- Collegiate Nationals – April
- Youth Festival - July
- Youth Nationals – July
- National Championships – November

NORTH AMERICAN CUP SERIES EVENTS

- Five stops across US and Canada, June through October

IFSC GLOBAL EVENTS IN US

- Consistently hosted one World Cup in the US per year
- 2022 to feature two World Cups in May plus Youth World Championships and a Paraclimbing World Cup (next slide)



US fans make Eiffel Towers to support climbing for Paris 2024

2022 USA CLIMBING DOMESTIC EVENTS

EVENT	MARKET	TIMING
Youth Bouldering Regionals / Divisionals	18 regionals / 9 divisionals	January - February
Youth Lead season	approximately 126 events	January - April
Youth Speed season	approximately 54 events	January - June
US NATIONAL TEAM TRIALS	ATLANTA	MARCH 9-13
Paraclimbing National Championships	Birmingham, AL	March 26-27
Youth Lead Regionals / Divisionals	18 regionals / 9 divisionals	April - May
Collegiate National Championships	Philadelphia	April 21-24
North American Cup Series (BLS)	Alexandria, VA	April 27 – May 1
IFSC WORLD CUP	SALT LAKE CITY	MAY 20-22
IFSC PARACLIMBING WORLD CUP	SALT LAKE CITY	MAY 24-25
IFSC WORLD CUP	SALT LAKE CITY	MAY 27-29
North American Cup Series (B)	Vail, CO	June 10-11
Youth National Championships / Festival	Chicago	July 25-31/21-23
IFSC YOUTH WORLD CHAMPIONSHIPS	DALLAS	AUGUST 22-31
North American Cup Series (LS)	TBA (AZ)	September 16-18
Youth Bouldering season	approximately 144 events	October - December
YETI CLIMBING NATIONAL CHAMPIONSHIPS	TBA (AUSTIN)	NOVEMBER 9-13

USA CLIMBING LINEAR + LIVESTREAM

LINEAR

- 2022 ESPN broadcast calendar to include minimum of four shows:
 - National Team Trials (MAR) – Bouldering and Lead/Speed shows
 - YETI Climbing Nationals (NOV) – Bouldering and Lead/Speed shows
- Each one-hour show premieres two to four weeks post event on ESPN2
- Plus, two additional replays per show including embedded commercial inventory
- VOD on ESPN post event

LIVESTREAM / VOD

- National Team Trials and YETI Nationals Semis and Finals live for YouTube with commercial inventory
- Other livestreams without inventory for Paraclimbing, Collegiate and Youth Nationals
- VOD on YouTube post event

CUSTOMIZABLE INVENTORY

- Commercial units
- Branded content
- On-screen graphics

REACH

- ESPN 2021 linear results: +2.5M +P2HH
- YouTube 2021 results:
 - National Team Trials presented by YETI (MAR) +1M views to date
 - YETI Climbing National Championships (NOV) +200K views to date

AMPLIFICATION / EXTENSION

**BEYOND LINEAR AND LIVE, WE CAN
AMPLIFY, EXTEND TO OUR COMMUNITY:**

ENDEMIC REACH

- USA Climbing digital: email / social media (+180K)
- Social media engagement in top 25% of all NGBs (per USOPC / ListenFirst)
- Website received 2.4M unique pageviews in 2019; new website launched pre-Olympics 2021

ELITE ATHLETES

- US National Teams (elite, para, youth)
- Gen Z (<24 years old)

GRASSROOTS COMMUNITY

- Connection to +600 retail gyms in major markets
- Participation at +300 local events
- +15K core membership



A background image of a rock climber on a colorful artificial climbing wall. The climber is wearing a blue and black outfit and is positioned in the center-left of the frame. The wall features various colored holds (blue, yellow, red) and a rope. The background is a blurred view of a mountain range.

THE CLIMB TO PARIS 2024

2021 SAW THE FIRST US OLYMPIC CLIMBING TEAM: one of only three countries to qualify a full team of four athletes; put three of four in Finals; and won a silver medal

PARIS 2024

- Opening Ceremonies July 26, 2024
- Expanded programme with two medal events:
 - Bouldering / Lead
 - Speed (new)
- Final number of athletes TBD
- Hospitality opportunities

THE ROUTE AHEAD

- IFSC World Cups, World Championships annually
- Olympic / National Team training camps at Training Center in SLC
- 2023 Pan American Games (new)

CURRENT PARTNERS

PARTNERS / PROTECTED CATEGORIES

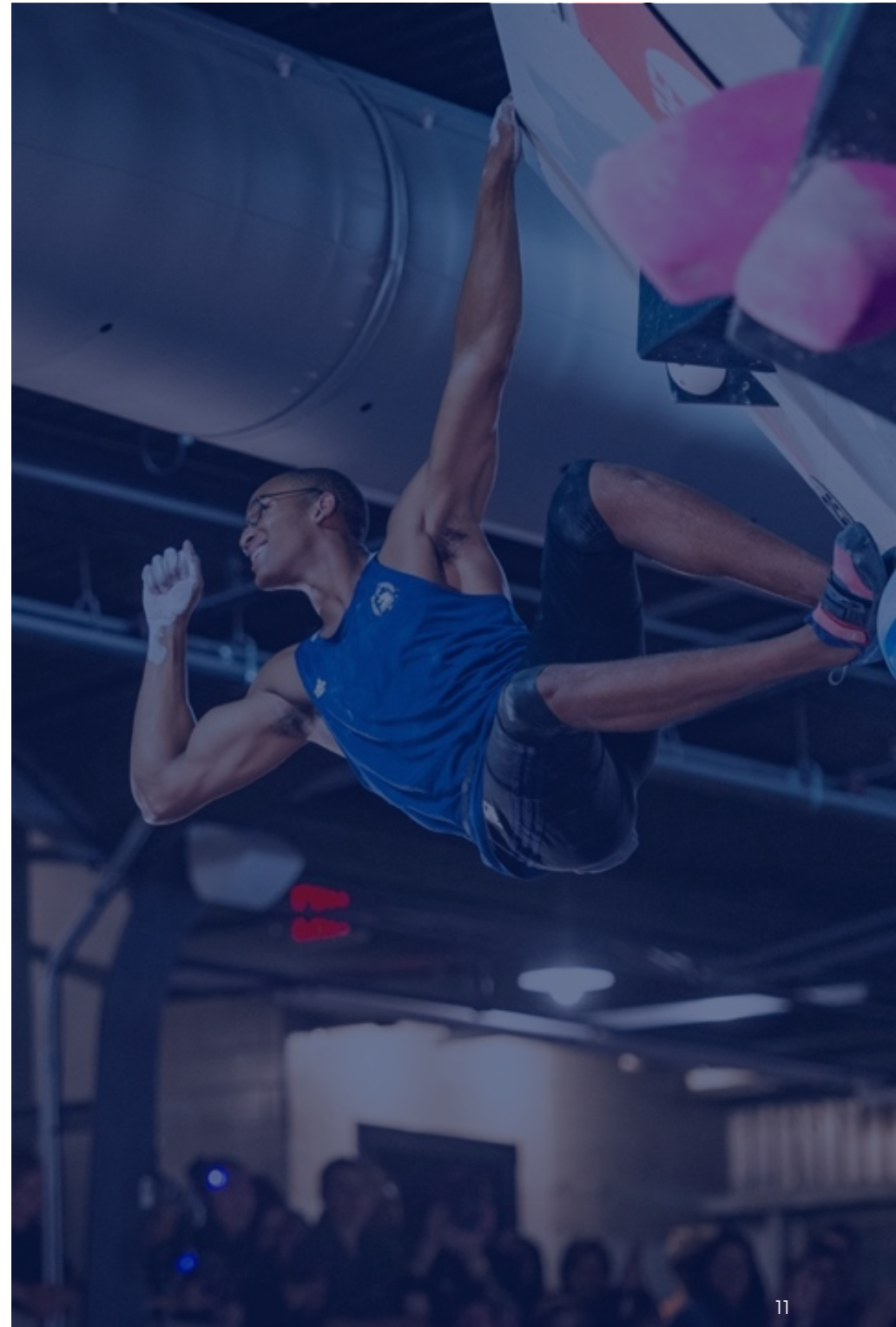
- The North Face / apparel
- Prudential / financial services
- YETI / coolers and drinkware
- Petzl / climbing equipment
- Entre-Prises / climbing walls
- TRUBLUE / auto belays
- Grasshopper / training walls
- Rapid Reboot / recovery tools
- Gnarly Nutrition / supplements



CUSTOMIZABLE TO REACH GOALS

**ALL PARTNERSHIPS ARE BESPOKE,
BUILT ON BRAND NEED AND CAN
INCLUDE:**

- Media – Integrated marketing across broadcasts, webcasts, endemic media and targeted email, social and web
- Events – National Championships to market specific events to co-created
- Elite athletes – Usage by our athletes creates authentic product visibility and storytelling
- National Training Center – Work directly with our elite athletes in Salt Lake City
- Grassroots community – Drive sales within our membership and explore new sales opportunities via gyms





THANK YOU

WE CAN NOT CLIMB WITHOUT GREAT PARTNERS.

To explore how we can help
build your business and brand,
please contact:

Kelly Feilke
VP Marketing & Communications

Kelly@usaclimbing.org
682.225.7043 m