



The Adventure Zone

WHERE ADRENALINE AND BUSINESS COLLIDE

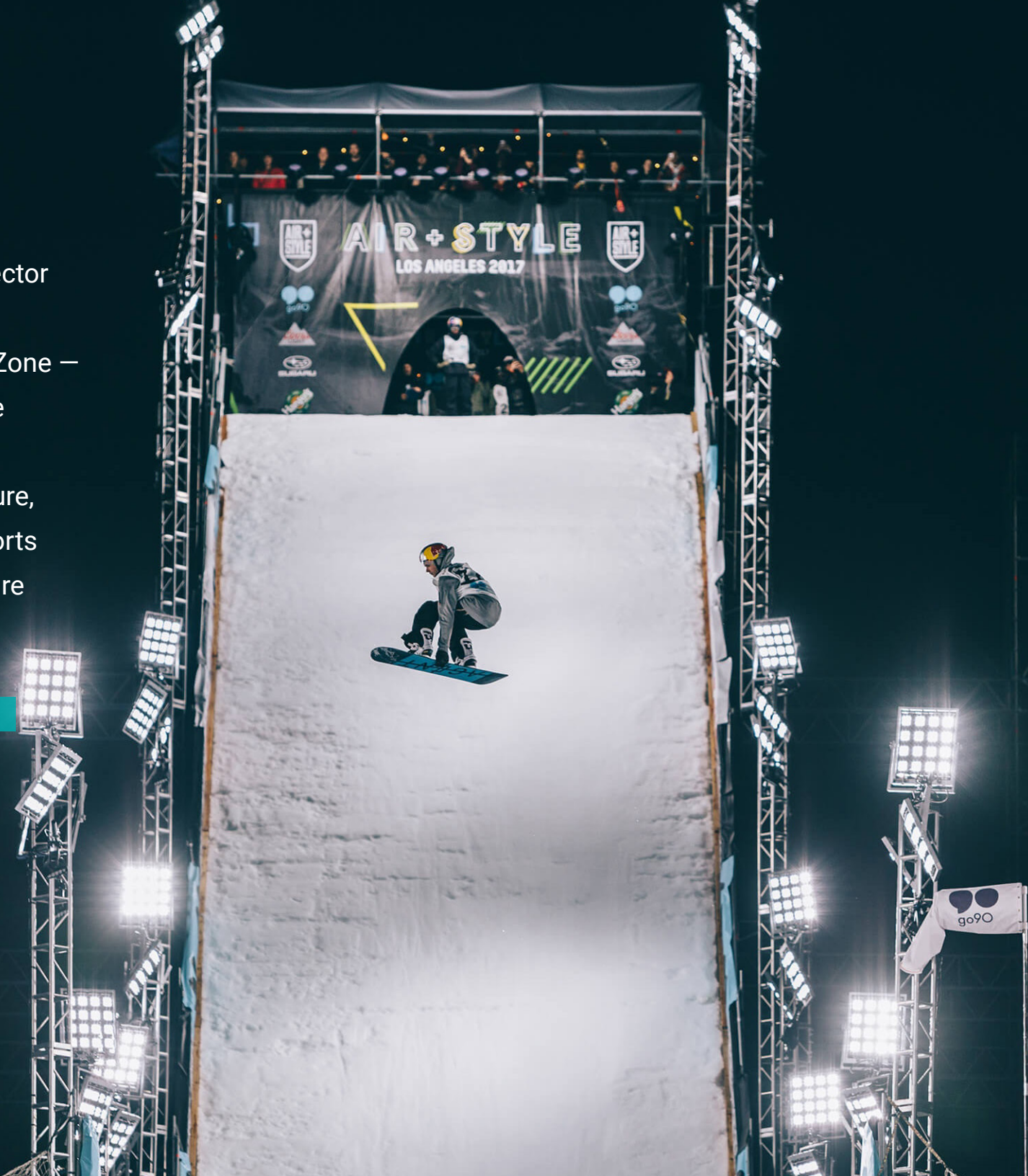


Creative Business Cup

GLOBAL IMPACT.
GLOBAL REACH.
GLOBAL OPPORTUNITIES.

HELLO.

Welcome to the newest sector of the Creative Business Network – the Adventure Zone – a place where we embrace adrenaline junkies who do crazy things in the adventure, outdoor, skydiving and sports sectors – things that require a helmet and a prayer. >>



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IT'S THE JOURNEY OF THE ADVENTURE

These are stories worth telling and opportunities worth exploring – lessons worth learning – no matter what sector you're in.

In life and business, on a motorcycle or pitching to VCs, you go where you look so mind the potholes.

Adventure is cool – it even sounds cool to say it. But what is it? Adventure can be anything from starting a solar farm in Africa to developing the next big thing in electric bikes. Or it can be how we experience walking up a mountain and jumping off – all in virtual reality. It's the journey of the adventure. Just like in business.

At CBN, we want to acknowledge the creative minds experimenting in the adventure sector, which is why we're launching the Adventure Zone – a place for content and adventurers, sponsors and partners because it's cool.

We know it takes a lot of guts to start a business in any sector, but this is our opportunity to take a walk on the wild side, jump from a plane and really dig into the soul of true adventurers who happen to be startups. Think Branson. Think RedBull. Think Patagonia – all pioneers in adrenaline-pinching sports, business, risk and failure.

In the meantime, welcome to the Adventure Zone. Gear up. Strap on your helmet. Charge up the GoPro and let's roll.

– AMY COSPER, ADVENTURE ADVISOR TO CBN



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What We Stand For

CBN embraces all sectors of business, but this is our opportunity to celebrate creative startups in the adventure, sports, outdoor, survival and general badass category.

**THINK CREATIVELY.
LAUNCH
FEARLESSLY.**



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OUR GOAL

To Create.

Specifically, to create a content and sponsorship category that tells the stories of people who make adventure their own lab.



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WHY

Are We Doing This?

It's a big sector globally.



ACTION SPORTS
GENERATE
\$21
BILLION

in annual U.S. retail sales,
including \$1.5 billion
in skate shoes alone

GLOBAL SKI
EQUIPMENT MARKET
TO EXCEED
\$5.7
BILLION
USD

by 2020, according
to Technavio

THE GLOBAL
OUTDOOR APPAREL
AND FOOTWEAR
MARKET

(apparel and nonapparel
products, including tents,
sleeping bags and accessories)

WAS WORTH
\$43.6
BILLION
in 2016

according to Euromonitor
International

ADVENTURE TOURISM MARKET Growing at nearly
46% CAGR to 2020

IN 2021, the global sportswear and outdoor apparel market is estimated
to generate **\$230.6 billion USD** in retail sales

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PRIME
PARK
SESSION

Audience

We like to think the world is our audience because, frankly, adrenaline is fun to watch. But in the interest of storytelling, our audience is a collection of adrenaline enthusiasts: VCs, startups, adventurers and people who want to make a mark, change the world and have maximum impact.

**MAKE
ADVENTURE
YOUR
LAB**



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Advisors/ Jeremy Bloom

Meet our lead advisor. Jeremy Bloom, Olympian, Super Bowl ring wearer, entrepreneur, author and thrill seeker.



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Why Do You Need to Be Part of This Movement?

BECAUSE IT
WILL SHAPE
BUSINESS
OPPORTUNITIES,
CULTURE AND
ECONOMY FOR
YEARS TO COME.

JOIN US.

Sponsorship opportunities

Presenting Sponsor: \$350,000

- _ Exclusive sponsorship of our "Top 100 Creative Companies in the World" (12 months)
- _ 10 Tickets to CBC Finals in Copenhagen
- _ Signage
- _ Live stream interview on periscope during the event
- _ Live scribe of the event
- _ 3 Round Trip Tickets to CBC Finals in Copenhagen
- _ 3 Hotel Rooms
- _ Booth/table top at Copenhagen event
- _ Inclusion in CBC Marketing Materials and social media posts
- _ Access to attendee Registration List
- _ Lead capture at the event (and email list)
- _ Inclusion within the 2 day boot camp – Mentorship



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Sponsorship opportunities

Gold Sponsor: \$125,000

- _ Signage
- _ 5 Tickets to CBC Finals in Copenhagen
- _ 2 Round Trip Tickets to CBC Finals in Copenhagen
- _ 2 Hotel Rooms
- _ Booth at event
- _ Inclusion in CBC Marketing Materials
- _ Press Release
- _ Access to Attendee Registration List
- _ Lead Capture at the event



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Sponsorship opportunities

Exhibiting Sponsor - \$75,000

- _ Signage
- _ 3 Tickets to CBC Finals in Copenhagen
- _ Booth at event
- _ Inclusion in CBC Marketing Materials
- _ Press Release
- _ Lead Capture at the event





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THANK YOU.