

— FEB 2-15, 2015 —

2015 FIS Alpine World Ski Championships  
*18 Days Remaining...*

**2015**  
VAIL · BEAVER CREEK

FIS ALPINE WORLD SKI CHAMPIONSHIPS

presented by

Audi  
Vorsprung durch Technik



**Dream It. Live It. Share It.**



# Intro Video





## WHY International Ski Racing?

- History/ Legacy
- It's in our DNA
- International Ski Racing in Vail – 1965
- First attempt (1985) to today



## WHY 2015?

- Worldwide exposure
- International relationships
- Brand the resorts/ brand Colorado





# WHY 2015?



Biggest Stars are Americans

# WHAT are the World Championships?

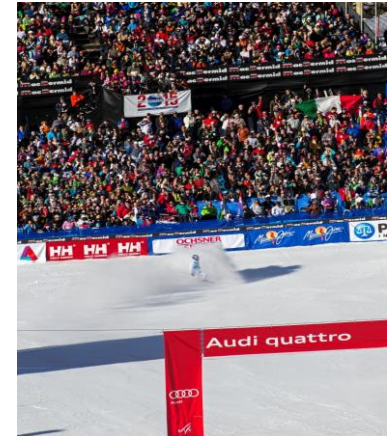
## OLYMPICS

Every 4 years  
10 medal Alpine  
70+ countries



## WORLD CHAMPIONSHIPS

Every 2 years  
11 medal events  
70+ countries  
4 times in North America



## WORLD CUP

Annual international series  
25-30 nations compete  
24 resorts host around the world  
1-2 sites in the US





## BY the numbers

- 600+ athletes from more than 70 nations
- 1,500 members of the media
- Broadcast to more than 75 countries
- 850 million viewers
- \$59 million costs
- 2,500 volunteers
- Economic impact \$120 million++
- On site spectators: 15,000/race

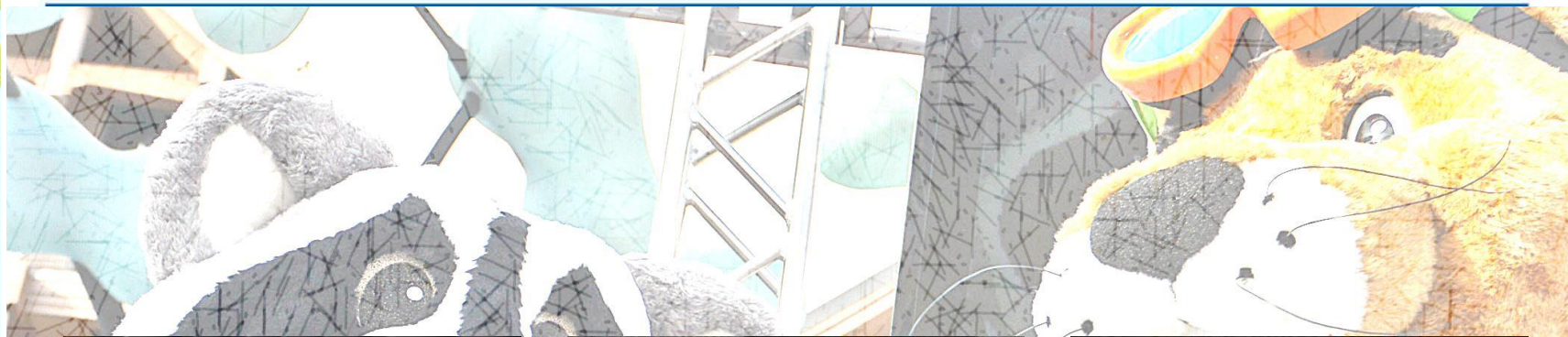


# RACE schedule

APPROVED RACE SCHEDULE					
WEEK DAY	DATE	EVENT	TYPE	TIME	VENUE
Monday	Feb-2	Ladies' Downhill Training (1)	Official Training	11:00	Redtail Stadium
		Opening Ceremony	Opening Ceremony	19:00	Solaris Plaza
Tuesday	Feb-3	Ladies' Super G	Competition	11:00	Redtail Stadium
		Men's Downhill Training (1)	Official Training	13:30	Redtail Stadium
Wednesday	Feb-4	Men's Super G	Competition	11:00	Redtail Stadium
		Ladies' Downhill Training (2)	Official Training	13:30	Redtail Stadium
Thursday	Feb-5	Ladies' Downhill Training (3)	Official Training	10:00	Redtail Stadium
		Men's Downhill Training (2)	Official Training	11:00	Redtail Stadium
Friday	Feb-6	Ladies' Downhill	Competition	11:00	Redtail Stadium
		Men's Downhill Training (3)	Official Training	13:30	Redtail Stadium
Saturday	Feb-7	Men's Downhill	Competition	11:00	Redtail Stadium
		Ladies' SC (DH) Training	Official Training	13:30	Redtail Stadium
Sunday	Feb-8	Men's Super-Combined	Competition	10:00/14:15	Redtail Stadium
		Ladies' SC (DH) Training (Tentative)	Official Training	12:00	Redtail Stadium
Monday	Feb-9	Ladies' Super-Combined	Competition	10:00/14:15	Redtail Stadium
Tuesday	Feb-10	Nations Team Event	Competition	14:15	Golden Peak Stadium
Wednesday	Feb-11	Open Day	Open Day		Open Day
Thursday	Feb-12	Ladies' Giant Slalom	Competition	10:15/14:15	Redtail Stadium
		Men's Giant Slalom Qualifiers	Qualification	10:15/14:15	Golden Peak Stadium
Friday	Feb-13	Men's Giant Slalom	Competition	10:15/14:15	Redtail Stadium
Saturday	Feb-14	Ladies' Slalom	Competition	10:15/14:15	Redtail Stadium
		Men's Slalom Qualifiers	Qualification	10:15/14:15	Golden Peak Stadium
Sunday	Feb-15	Men's Slalom	Competition	10:15/14:15	Redtail Stadium
		Closing Ceremony	Closing Ceremony	TBD	Redtail Stadium



# THE American experience



Cheerleaders



Marching Bands



Tailgating





## DURING the championships

- Race (Red Tail Stadium)
  - 5 races, men's and ladies'
- Nations Team Event & Legends Races (Golden Peak Stadium, Feb 10-11)
- Opening and Closing Ceremonies, Awards, Bib Draws
- Ancillary entertainment:
  - FREE Concerts, artistic performances, art exhibits, culinary events
    - O.A.R.
    - Michael Franti & Spearhead
    - American Authors
    - Phillip Phillips
    - CeeLo Green
    - Craig Wayne Boyd
    - KC & The Sunshine Band
    - Andreas Gabalier



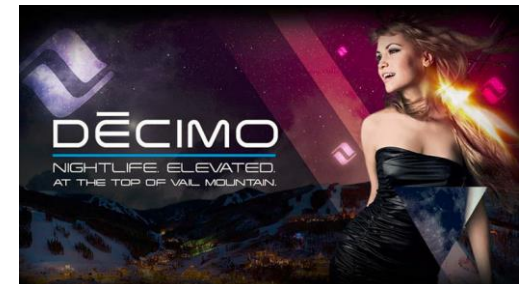
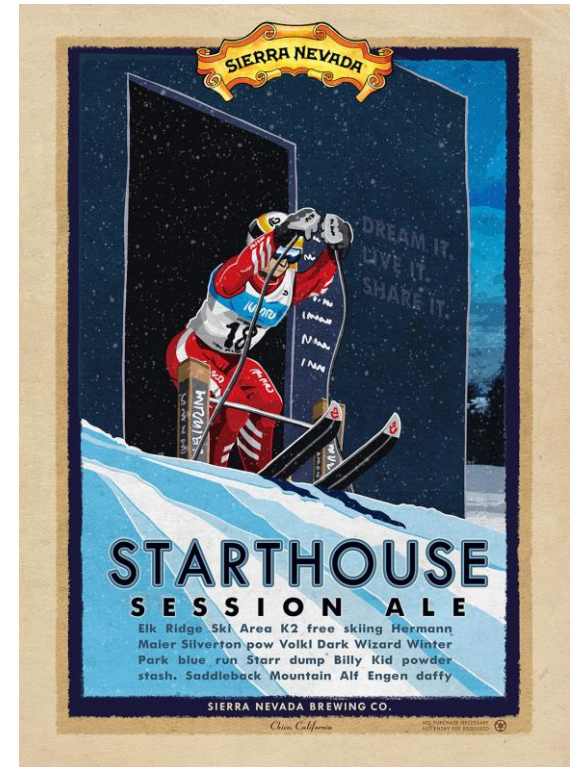


## 6 Stages Of The Day

1. BC Breakfast
2. Pre-Race Show (Red Tail)
3. Race (Red Tail)
4. Après-Avon
5. Awards (Solaris, Vail)
6. Concert (Solaris, Vail)

- **Additions:**

- Winter Beer Camp (I-Bridge):
  - 4-8pm Daily
  - S. Nevada & Starthouse Ale
  - Other Rare Beers
  - Beer Tastings
- National Team Houses
- Nightclubs: Samana, Frost, Shakedown, Underground
- Décimo: Feb 13<sup>th</sup>



## HOW TO GET TO THE RACES



### ARRIVE ONE HOUR EARLY

Gates open at 8:00 AM. Avoid long lines, get the best seats, & enjoy all our pre-race festivities: Vendor Village, Concessions, Live Entertainment including Cheerleaders, Marching Bands, Mascots and much more!



### FREE BUS

Buses leave from regular stops in Vail, Avon and Beaver Creek every 5-15 Minutes. For information on routes and schedules go to: [vailbeavercreek2015.com/getting-around](http://vailbeavercreek2015.com/getting-around)



### PARKING

From East, use Exit 168 and follow signs to Rodeo Lot. From West, park at Arrowhead or follow signs to Big Bear or Rodeo Lots. BC Village parking will be closed to the public.



### SKI

1. From Beaver Creek Village, take Centennial (Chair 6) up and ski Red Tail down to the race finish.
2. From The Westin Gondola, take Chair 15 then 18. Follow signs to Larkspur Bowl which will lead you to Red Tail Stadium.
3. From Arrowhead, ski over to Bachelor Gulch and take either Chair 16 or 18 and follow signs to Red Tail Stadium



### WALK

Walk or snowshoe Trail '15 (aka Dally) from BC Village. No snowshoes? No problem. Demo a pair from the Atlas Snowshoe Tent. Allow for approximately 20 - 40 minutes uphill and 8-15 minutes downhill.



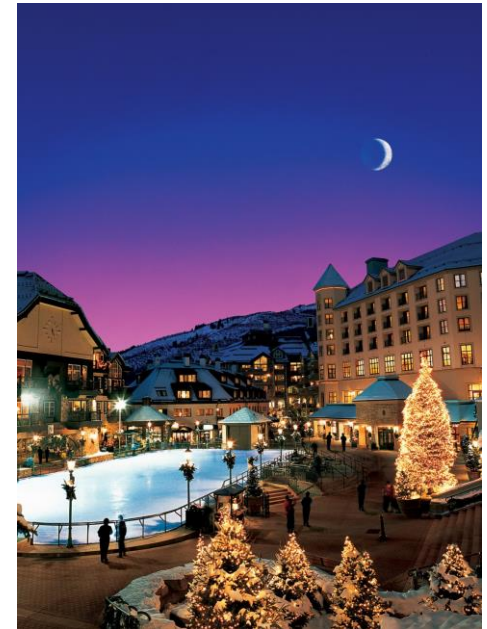
### STAY CONNECTED

Find Up-to-date transportation options at [vailbeavercreek2015.com/getting-around](http://vailbeavercreek2015.com/getting-around) Or download the **Vail 2015 App** with built in mapping technology



## In Summary...

- FREE- FREE – FREE
  - Races, concerts, opening/closing ceremonies and inter-resort transportation
- 98% skiable terrain open
- Intimate access to the action
- World-renowned race courses
- Race central: Beaver Creek
- Nightlife: Vail



# QUESTIONS?

---



## Thank you

Kate Peters  
Vail Valley Foundation  
Sr. Marketing & PR Manager  
970-748-5936  
[kpeters@vvf.org](mailto:kpeters@vvf.org)

## Updates:

<http://vailbeavercreek2015.com/>

*Download Vail 2015 app*

