



E-FISE

The perfect blend of Digital & Physical events

Event presentation

FISE

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Hurricane Group

Hurricane is a group which specializes in urban sports, offering global expertise in all aspects of event management, communication, and infrastructure provision.

With 360° expertise across five key areas – Creative, Events, Parks-tracks, Talents and Media – we work with our partners to create highly effective communication and engagement strategies targeted specifically at 15-25-year-olds. We have a single focus: to bring unforgettable action sports content and experience to a global audience.



KEY FIGURES

- 15 Million Euros, consolidated turnover.
- 500 Events organised by the Agency since 1997.
- 100 Million fans reached via social networks.

FISE World Series

FISE World Series is the biggest action sports festival launched by Hurricane Group. The event gather the best international athletes and Amateurs and bring an unforgettable experience to the spectators.

These values of sharing and celebrating the passions that unite us are what makes FISE so special.

KEY FACTS

- 5 World Cups sanctioned by 4 International Federations
- + 1,000,000 spectators on all stops combined per year
- +40 nations represented yearly
- Events organised across 4 continents
- Engaging 15,000,000 Fans



The Context



Hurricane has been celebrating urban sports for more than 20 years.

Faced with this unprecedented situation, and while waiting for the events to start taking place again, **we have decided to take the opportunity to launch a new type of event: a PHYGITAL E-FISE.** This event is adapted to the current international situation.

This virtual competition bring together all the athletes on the planet in a fully digital festival where the champions compete on video, and where the city itself is pushed forward on the international sport scene.

A unique opportunity for all fans to stay in touch with their heroes by voting for their favourite talents, and a great opportunity for national and international athletes to come together around **an innovative, digital and community version of FISE.**

Thanks to the involvement of **International Federations,** E-FISE will remain an **international sport event,** and renowned worldwide.

E-FISE will **accelerate the popularization of the urban sports culture** and further expand the mass consumption base; the integration of “Internet+” innovative thinking will promote the healthy and rapid development of urban sports and **help the recovery of the sports economy.**

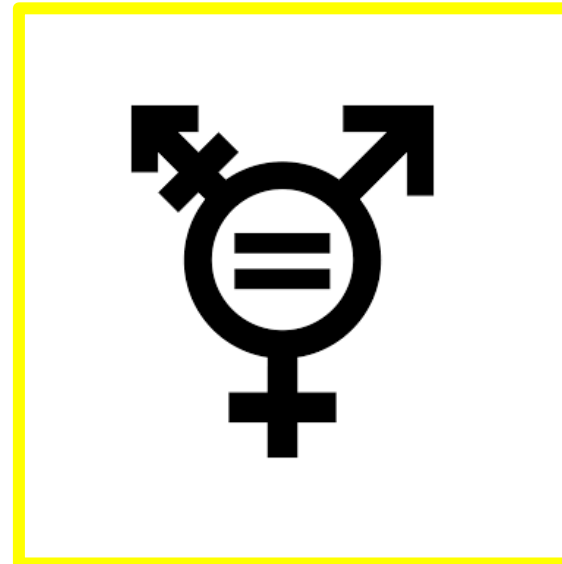


Benefits of the Phygital:

A hybrid event bringing the best of both worlds

ELEVATE THE PRINCIPLES OF EQUALITY, DIVERSITY, INCLUSION & INTEGRITY

- Creates opportunities
 - Free registration
- Multidisciplinary contest
 - Categories for all

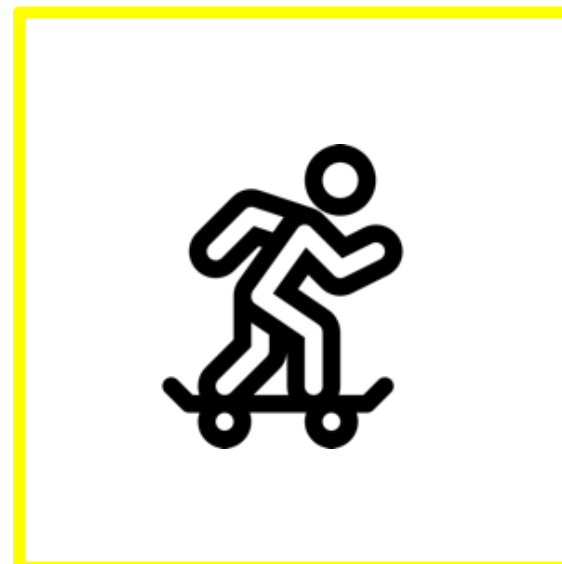


HEALTH & INNOVATION

- Innovative technology
- Sports included in social life,
- Tackling inequality & promoting social mobility,
- Importance of Key Opinion Leaders

BUILD A BRIDGE BETWEEN THE PRESENT & FUTURE OF SPORT

- Youth-focused
- Lifestyle, Culture & Creativity
 - Motivation for the youth



REAL COMMUNITY RELEVANCE

- Sports development
- Gathering sports communities
- Reaching people through PR/digital campaign

The Digital Concept

- Athletes compete in an **exclusive and online video contest, running for 1,5 month.**
- Participants make a quality video of their best tricks in the environment of their choice.
- 4 Urban sports to choose from the disciplines list (page 6)
- **Originality, style, level and quality of the video editing are what the FISE judges will be looking for.**
- The videos are submitted for online fans' votes on a platform exclusively dedicated to the competition.
- A **multi-media plan** amplifies the project and gives it resonance at a time where the world of sport is at a standstill.
- **Through this project, FISE maintains its commitment to the athletes who make up the DNA of FISE.** During this period when all competitions are cancelled, FISE athletes do not enjoy pro football status, and our support is essential for their future (and the future of FISE).



The Physical* Format

(* wherever possible/subject to feasibility in the Host City)

During E-FISE, several local activations will be taking place to connect with local clubs and communities, and encourage the youth to take on urban sports.

• Option 1: Physical Event Qualifications

On existing infrastructures, videos shooting, bringing high valorisation of the location & opportunities to locals.

- Engage the local urban sports community
- Use of exiting infrastructures in the City (and/ or surrounding)
- Hurricane Group's video team on-site during 2 weekends, and help locals to submit quality videos & create E-FISE stories & memories.

• Option 2: Physical Event Finals

On existing infrastructure. One or several finals, 8 athletes minimum per discipline.

- Flights and accommodations for athletes and staff
- Covid-19 testing
- Video production
- Judges, Speaker
- And more.

The disciplines

 	 	 	 	 	 	 
<p>Park - Street - Flat - Dirt BMX</p>	<p>Skateboard Street - Park</p>	<p>Roller</p>	<p>Parkour</p>	<p>Breaking</p>	<p>Scooter</p>	<p>Wakeboard Teleski - Boat</p>

In each discipline, several categories are represented: Pro, Amateurs, Men and Women.

Through this digital version, FISE keeps its inclusive, multi-discipline spirit, where all freestyle sports and urban cultures come together.

The average prize per discipline for a E-FISE event is 15,000€.

Testimonials



“The year 2020 leads us to be innovative and flexible. When athletes cannot travel to take part in the sports events nor the public can attend, it is the sporting event which can adapt to them.

This year, we will run for the first time a fully digital event. Our Parkour event will be part of the large urban sports festival FISE that will bring together thousands of athletes and fans all over the world through a dedicated platform and social media.

We are delighted to be part of this new and promising venture. We know that Parkour is the perfect sport to fit this original format. Since the emergence of Parkour in the 90s, athletes are used to posting videos of their eye-catching performances, attracting a large number of fans and followers.

We are convinced that this digital event will be instrumental in broadening the fan base for our urban sport and by extension, for all the FIG disciplines.”

MORINARI WATANABE
FIG | President & IOC Member



SIMON BURNEY,

UCI | Off-Road Manager 

The E-FISE is a solution to support BMX Freestyle Park and Flatland’ athletes so that they continue to train, in a period where unfortunately physical events cannot take place. They can thus better prepare for future international competitions such as the Tokyo Olympic Games in 2021.

FRANCESCO ZANGARINI,

World Skate | Sports Director



Supporting athletes so that they continue to train during this period is essential, digital events such as E-FISE play a central role in this since they offer the possibility for athletes to compete digitally.

JEAN LAURENT BOURQUIN,

World Dance Sport Federation | Senior Advisor



The E-FISE represents an innovative and interesting platform for urban sports such as Breaking and offers athletes the possibility of participating in events even from a distance.

The Webstival

An activation throughout the project to keep the FESTIVAL spirit.

Every week during all the contest, the FISE digital channels host exclusive and live initiatives.



Music & DJ Set



INSTAGRAM TAKEOVER




MATTHIAS DANDOIS
WED. 22ND, APRIL

WITH SPECIAL GUEST **CLAUDE HICKMAN**



Athletes live Q & A



Yoga



Media Partners & Reach

12+ millions

Video view goal
6 million at the 2019
Montpellier FISE

165+ millions

Estimated reach from the E-FISE, equivalent to an entire season of the FISE World Series.

KEY FIGURES*

(*As of July 24,2020. 2 weeks after the launch of E-FISE on July 9th)

200 athletes registered

12,700 votes

32 nationalities

120,000 visitors on E-FISE platform

63,000 persons tuned in (1st Live)

98,000 E-FISE newsletters opened

An Unrivalled Network of Superstar Athletes



JOHAN TONNOIR
PARKOUR



LOGAN MARTIN
BMX FREESTYLE PARK



CJ WELLSMORE
ROLLER FREESTYLE



GUENTHER OKA
WAKEBOARD



NIKITA DUCARROZ
BMX FREESTYLE PARK



IKEDA DAISUKE
SKATEBOARD STREET

20,000,000+

Combined followers on Social Media

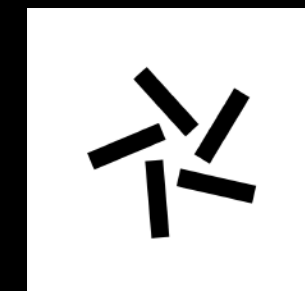
3,000+

Riders participating per year

+55

Represented nationalities

FISE



HURRICANE

CONTACT US

