

# BRAND PARTNERSHIP & SPONSORSHIPS WITH LONGBOARD GIRLS CREW

We have successfully partnered with some of the most relevant and exciting brands and organisations on a global scale.

For us this is more than just a business agreement; this is the joining of forces, the extension of deep rooted values and a shared pledge to ride the shift together as one.



# WHAT CAN WE DO FOR YOU?



## SPONSORSHIPS

Sponsor Longboard Girls Crew, specific riders, our NGO or one of our social projects.

Becoming a sponsor to any of our ventures means directly supporting the change we're establishing while getting striking exposure in return. Be part of the change.



## PARTNERSHIPS

Long-term business partnerships or specific projects development.

Campaigns, content creation, videos, advertisement, marketing & creative consultancy, co-branding, worldwide riders agency..

Let's talk.



## CONFERENCES

We talk at events, Universities and companies.

We use our story as an example on how diversity lead to empowerment. Topics go from the system, female empowerment, the market, motivational talks and the absolute need to shift we have to do as a society.

\*To see some of our Talks & Conferences [CLICK HERE](#)

# SOME OF THE BRANDS WE'VE WORKED WITH:



Mercedes-Benz



OrganiCup



# SPIKE TV

We teamed-up with Spike TV to shoot an ad for Fairfiend Inn in San Diego. We did:

- Sports Consultancy
- Helped coming up with the creative idea
- Provided & managed the riders (casting, needs, flights, accomodation, contracts, insuarances, etc)
- We gave the endorsments and image rights use.

Airing for 4 months on USA TV



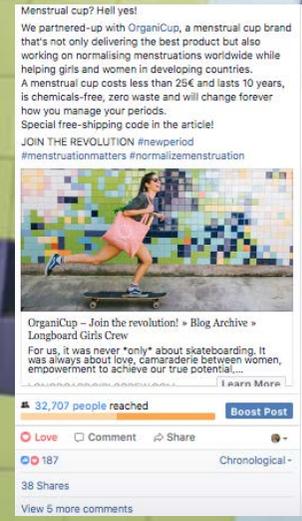
**Spike**

# ORGANICUP

We partnered up with the Danish menstrual cup brand ORGANICUP in a campaign to:

- Expose all the benefits of the product and break taboos.
- Normalize menstruation through exposure & education.
- Collaborate together in social projects.
- Get all the global LGC Ambassadors to test & post their own experience with the cup in their SSMM channels.

We created content and spread the message through campaigns, our web and SSMM channels

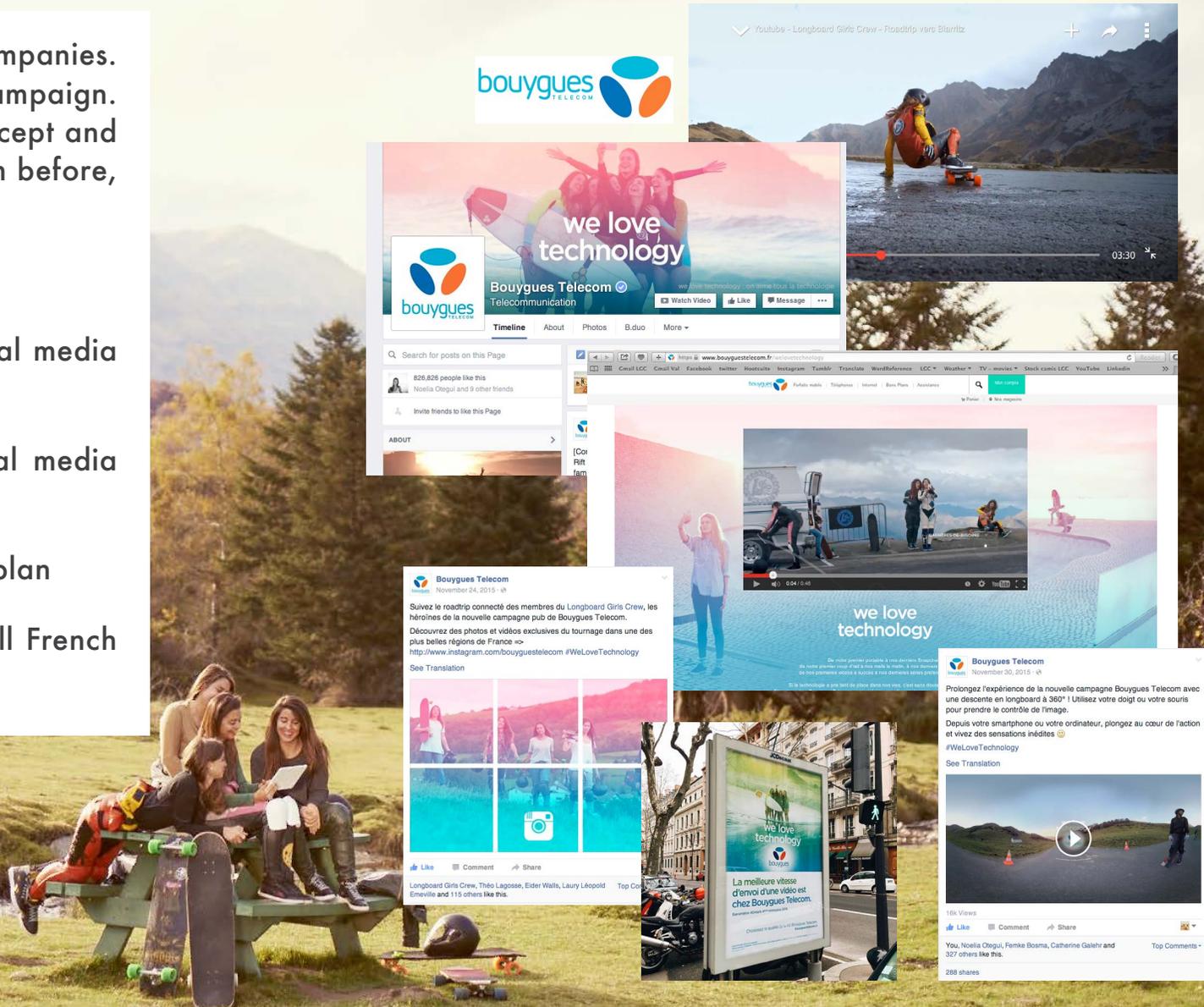


# BOUYGUES TELECOM

One of France's biggest communication companies. They asked LGC to star in their 2015/16 campaign. We worked together developing the concept and worked intensely with the production team before, during and after the shooting. We did:

- A 46" video ad
- Features in their web and all their social media channels
- Features in our web and all our social media channels
- A 360° video as part of the marketing plan

The ad has aired over 10000 times in all French TV channels and movie theaters.



# GOPRO

We partnered-up with GoPro to shoot a promotional video in Lyon, France, talking about Longboard Girls Crew and the importance of shifting the way we portray women in sports.



**GoPro : Longboard à Lyon**

**GoPro**  
about 10 months ago · [Follow](#)

Il fait beau, il fait chaud, l'été est bientôt là... Et si t'en profitais pour redécouvrir ta ville autrement ?

Valeria Kechichian, co-fondatrice du Longboard Girls Crew, t'emmène visiter ses coins préférés à Lyon... en longboard !

👍👍👍 540      303 Shares 53K Views

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👍👍👍 540      303 Shares 53K Views

[Love](#) [Comment](#) [Share](#) [Up Next](#)

**Comments**

- GoPro : Drew Tabke au FWT d'Andorre**  
GoPro · 2:28 · 18K Views
- GoPro : BASE Jump depuis une montgolfière**  
GoPro · 1:00 · 39K Views
- GoPro : 30sec avec Pierre Guyot + FUSION**

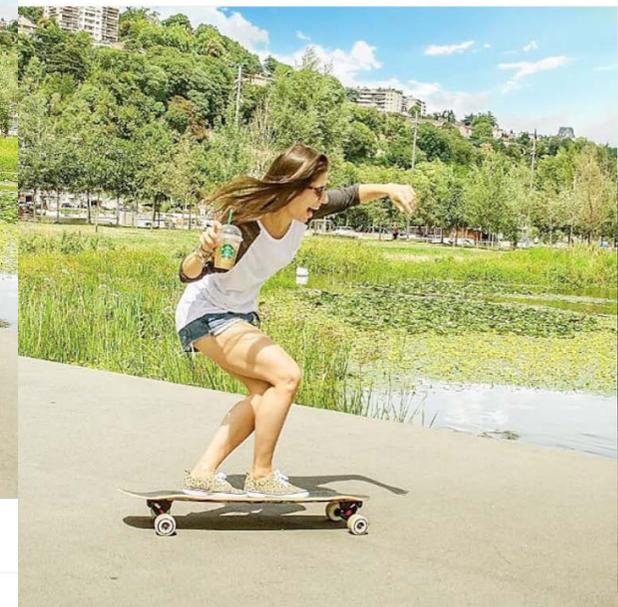
# STARBUCKS

Created content for their campaign #hazlodivertido in Spain. We worked with their concept and developed a post that blended perfectly with the riders's usual content and activities.



895 Me gusta

valeriakechichian La gente de @starbucks\_es me preguntó qué me dibuja una sonrisa. Estaba claro que no? 😊 Esto y su tarta de queso con dulce de leche



526 Me gusta

starbucks\_es #Hazlodivertido y disfruta al máximo! Como @valeriakechichian #Regram #Frappuccino #promocionado

# ADORO FARM

Farm Rio is one of the best known and highly positioned clothing brands in Brazil. They wanted to shoot their first web series focusing on longboard girls and our lifestyle. We:

- Travelled to Brazil, starred in the campaign
- Worked as sports' consultants
- Managed the riders (casting, contracts, insurances, fees, etc)
- Were part of the production team in Rio during the shooting
- Handled part of the social media
- Helped them launch their longboard line
- LGC gave its endorsements and image rights use

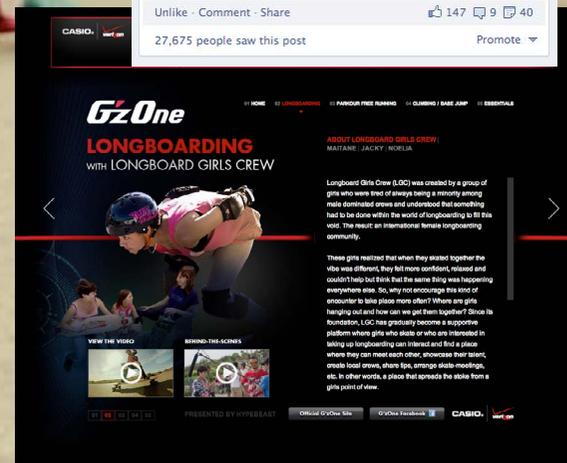
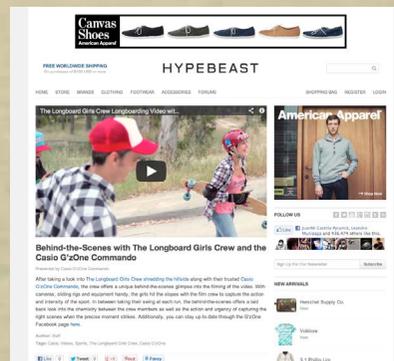


# CASIO GZONE & HYPEBEAST

The trend site Hypebeast -with more than 4 million unique visitors monthly- and Casio wanted to promote their new phone G'zOne and position it through a video series.

We:

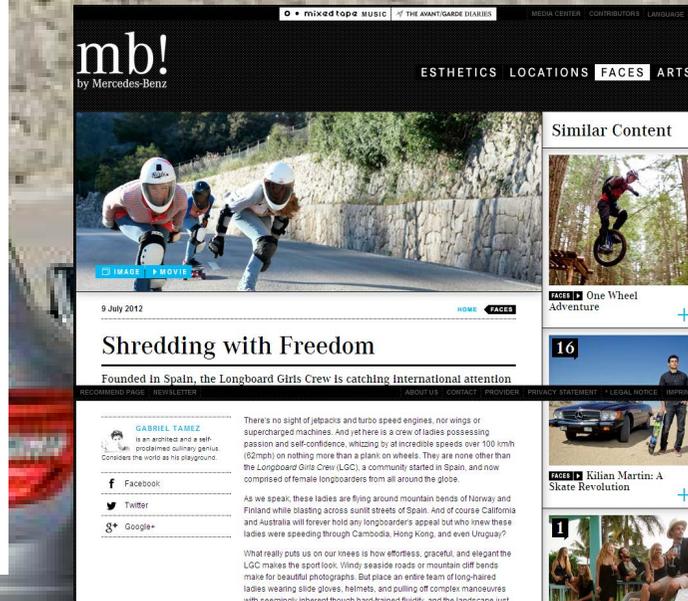
- Helped coming up with the creative idea
- Recruited the filmmaker, riders & production crew
- Managed the riders & extras (casting, needs, flights, accomodation, contracts, insuarances, etc)
- Helped creating the content within the microsite
- Handled part of the social media
- We have the endorsments and image rights use



# MERCEDES BENZ

We worked with Mercedes Benz on the campaign for the new C-Class Coupé Sport. The video was broadcasted in their corporate website, youtube channel and automotive trade fairs. We did:

- Sports Consultancy
- Helped coming up with the creative idea
- Managed the riders (casting, needs, flights, accomodation, contracts, insurances, etc)
- We gave the endorsments & image rights use



Mercedes-Benz



# LOVING SPORTS

The sports network [lovingsports.com](http://lovingsports.com) contacted us to include longboarding in their new marketing campaign aimed to capture a younger audience. We challenged Ultraman Josef Ajram, Red Bull Rider and finance expert.

## For the video shooting we did:

- Sports Consultancy
- Helped creating the script
- Handled the riders and extras

## For the Social Media campaign we did:

- SM mentions before, during and after the launching
- Promoted campaign on Facebook
- Trailer & final video in our web HOME for 1 month
- Review of their network on our web
- Customized content
- Home Banner
- Interviews for their site



# DH EXTREME VIDEOGAME

We worked with the mobile games developers Distinctive Games in the launching of the first longboarding game for mobile devices. We created a launching campaign based on:

- SM mentions before, during & after the launching
- Blog posts and reviews of the game
- Web banner linked to the Apple store URL
- Created the contest for the Android launching



**Longboard Girls Crew**  
April 19, 2012 · 📍

Longboarding is becoming so popular that is now also getting into mobile gaming. Check out the trailer of the first game ever called Downhill Xtreme. You can download it for free in itunes and try it out and tell us what you think?

El longboard se está volviendo tan popular que ahora incluso ha entrado en el mundo de los juegos móviles. Aquí está el trailer del primer juego, Downhill Xtreme. Te lo puedes bajar gratuitamente en itunes y probarlo. Al menos el trailer parece divertido, dínos que te parece?

<http://itunes.apple.com/us/app/downhill-xtreme/id483554913...>

**Downhill Xtreme for iOS Trailer**  
Preview trailer for Downhill Xtreme coming soon to iPhone, iPod Touch and iPad.  
<http://www.distinctivegames.com>

YOUTUBE.COM

Boost Unavailable

108 11 Comments 28 Shares

**Longboard Girls Crew**  
April 21, 2012 · 📍

Downhill Xtreme is the first longboarding mobile game. Longboard has grown beyond our imagination, what would be next?

Downhill Xtreme es el primer video juego de longboard para móvil. El longboard ha crecido más allá de lo que imaginamos, que será lo siguiente?

**First longboard racing game, Downhill Xtreme! » Blog Archive » Longboard Girls Crew**

Downhill Xtreme is what the first game about longboarding in the mobile gaming market is...

LONGBOARDGIRLSCREW.COM

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82 8 Comments 14 Shares

**First longboard racing game, Downhill Xtreme!**

POSTED IN IMPORTANTS, NEWS, WE LIKE APR 21, 2012 5 COMMENTS »

Like 185 +1 2 Tweet

Boost Unavailable

**Downhill Xtreme** is what the first game about longboarding in the mobile gaming market is called. For those who don't dare to go downhill, or crave for racing in between sessions or rainy days, Downhill Xtreme might be the right game for you to try out. In the comfort of your smartphone, the game takes you to a whirlwind of exotic locations through tracks of volatile twists and turns simulating the downhill rush. According to the game developers Distinctive Games, DikX lets you progress from amateur racer to professional longboarder by conquering new destinations and tougher races, collecting money and prizes along the way. You can even compete for international leaderboard dominance in Medal Events while going rogue in limited-time Online Events and winner-take-all, renegade style Outlaw Events.

The game is free to [download](#) from the appstore and will also come to android. Although there might be still some details to iron out, we find this video game interesting and definitely gonna give it a try and play it in our skating breaks.

If you have tried it or will, let us know some insights about the game

**Downhill Xtreme for iOS Trailer**

0:28 / 1:03

# SKULLCANDY

After Skullcandy launched their Women-specific products we created content to promote their Skullcandy Women Instagram account.



## WOMEN ARE THE MOST UNDERRATED YET FASTEST GROWING DEMOGRAPHIC IN OUTDOORS & ACTION SPORTS.

By changing the way girls & women are portrayed we are changing the way we're perceived, by society & ourselves. Female exposure is key not only to grow markets but more importantly: to heal society.

We work towards a future where gender does not defy what we have access or are exposed to. JOIN US!



HERODS הירודס

LET'S KEEP WORKING FOR CHANGE!

