

# BRAND PARTNERSHIP & SPONSORSHIPS WITH LONGBOARD GIRLS CREW

We have successfully partnered-up with some of the biggest brands & companies in the world.

Partnering-up with a brand means linking our rooted values to that company.

We like sharing those values with any brand we work with.

Scroll down to see some examples.



# 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
- 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



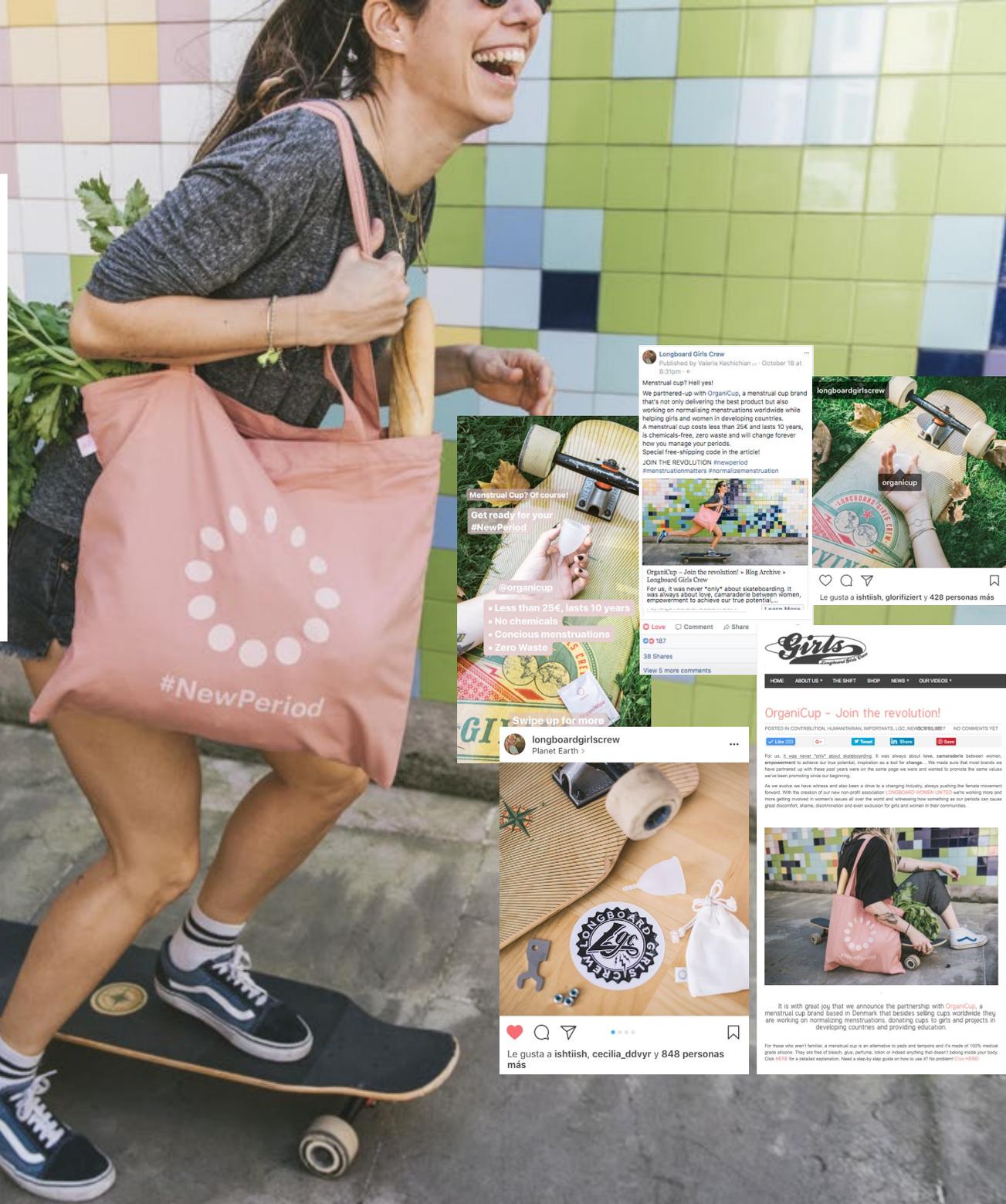
# Spike

# ORGANICUP

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

- Expose all the benefits of the product
- Normalize menstruations through exposure & education
- Collaborate together in social projects

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



Longboard Girls Crew  
Published by Valeria Kechichian · October 18 at 6:37pm ·  
Menstrual cup? Hell yes!  
We partnered up with Organicup, a menstrual cup brand that's not only delivering the best product but also working on normalizing menstruations worldwide while helping girls and women in developing countries. A menstrual cup costs less than 25€ and lasts 10 years, is chemicals-free, zero waste and will change forever how you manage your periods.  
Special free-shipping code in the article!  
JOIN THE REVOLUTION #newperiod #menstruationmatters #normalizemenstruation

Menstrual Cup? Of course!  
Get ready for your #NewPeriod

@organicup  
• Less than 25€, lasts 10 years  
• No chemicals  
• Conscious menstruations  
• Zero Waste

Swipe up for more

longboardgirlscrew  
Planet Earth >

Le gusta a ishtish, cecilia\_ddvyr y 848 personas más

Organicup - Join the revolution!  
POSTED IN CONTRIBUTION, HUMANITARIAN, INFORTUNATE, LOC, NEUROBILIMBY · NO COMMENTS YET

For us, it was never "only" about skateboarding. It was always about love, camaraderie between women, empowerment to achieve our true potential, menstruation as a tool for change... We're sure that most brands we have partnered up with these past years were on the same page we were and wanted to promote the same values we've been promoting since our beginning.

As we evolve we have witness and also been a witness to a changing industry always pushing the female movement forward. With the creation of our new non-profit association LONGBOARD GIRLS CREW LIMITED we're working more and more getting involved in women's issues all over the world and addressing how something as our periods can cause great discomfort, shame, discrimination and even exclusion for girls and women in their communities.

It is with great joy that we announce the partnership with Organicup, a menstrual cup brand based in Denmark that besides selling cups worldwide they are working on normalizing menstruations, donating cups to girls and projects in developing countries and providing education.

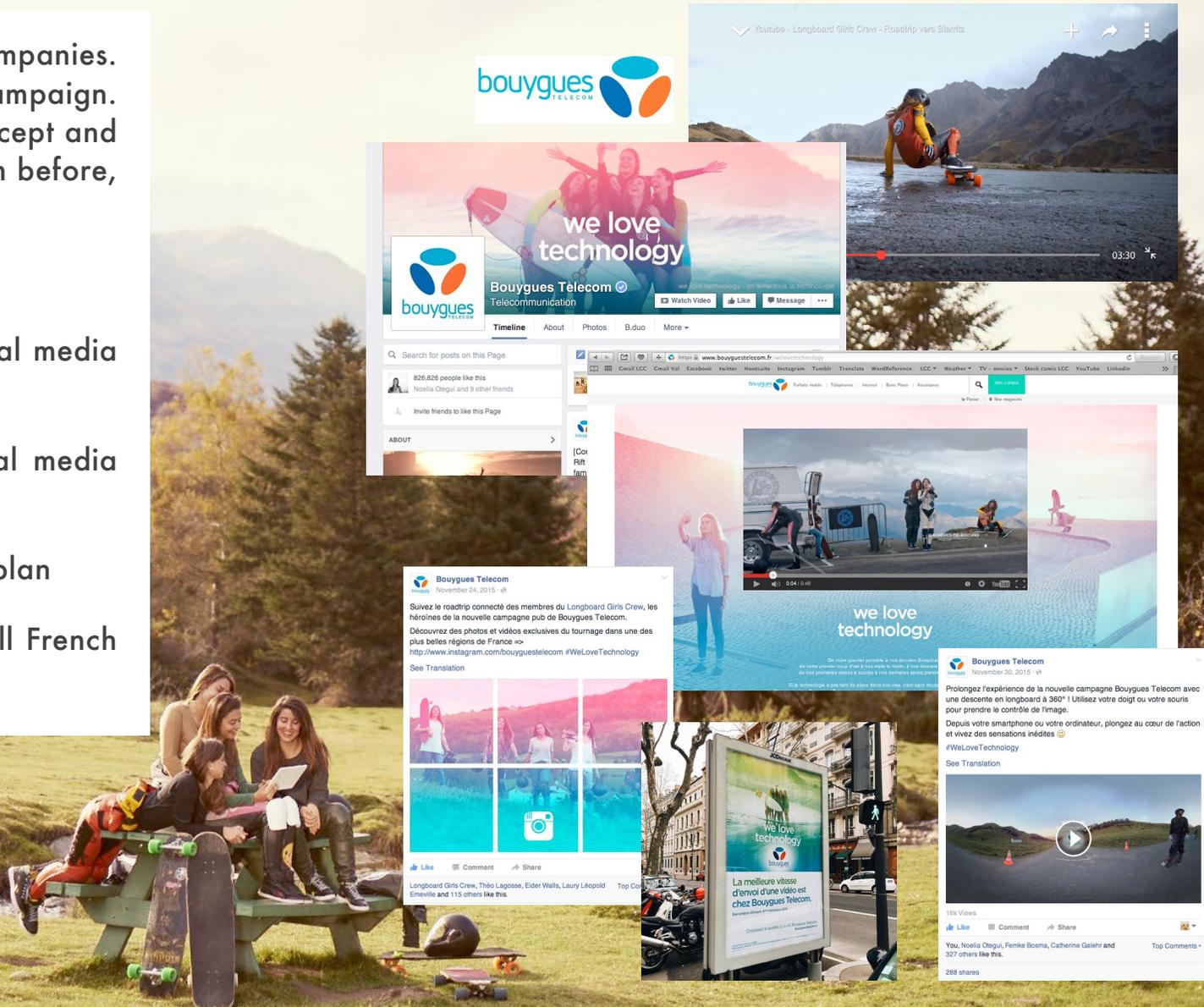
For those who aren't familiar, a menstrual cup is an alternative to pads and tampons and it's made of 100% medical grade silicone. They are free of bleach, glue, perfume, latex or indeed anything that doesn't belong inside your body. Check HERE for a detailed explanation. Need a step-by-step guide on how to use it? No problem! Check HERE!

# 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.



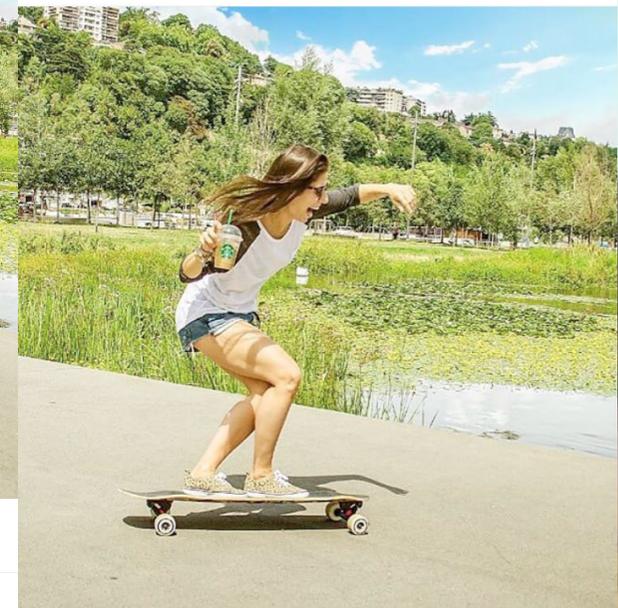
# STARBUCKS

We did an Instagram sponsored post on a rider's profile 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 r preguntó qué me dibuja una sonrisa. Estaba cla no? 😊 Esto y su tarta de queso con dulce de le



♥ 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 Brasil. They wanted to shoot their first web series focusing on longboard girls and our lifestyle.

We:

- 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 reknowned 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 & 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



Longboard Girls Crew shared a link.  
June 30, 2012

Longboard Girls Crew has been announced Ambassadors on the official website of Casio's G'zOne ! Here the vid were Maitane, Jacky and Noelia tried out the new shock and water proof mobile while longboarding in Cadiz. Special Thanks to HYPEBEAST, Buddywood and to all the people who joined us that weekend.

For more info and interviews:  
<http://hypebeast.com/gzone/>  
<http://www.casiogzone.com/>

GZONE

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147 9 40

27,675 people saw this post

Promote

Canvas Shoes

HYPEBEAST

FREE MULTIDAY SHIPPING

HOME STORE BRANDS CLOTHING FOOTWEAR ACCESSORIES FORUM SHOPPING BAG REGISTER LOGIN

The Longboard Girls Crew Longboarding Video set

America's Apparel

Behind-the-Scenes with The Longboard Girls Crew and the Casio G'zOne Commando

After taking a look into The Longboard Girls Crew shooting the video along with their trusted Casio G'zOne Commando, the new effort is being shared to the entire group with the help of the crew, the camera, editing and equipment handy, the girls in the video with the fun idea to capture the action and beauty of the sport. It happens being their way of showing the brand and the crew's effort to help back into the industry because the new members as well as the action and energy of capturing the right moment when the picture is perfect. Additionally, you can stay up to date through the G'zOne Facebook page here.

Follow Us

NEW ARRIVALS

Member Supply Co.

Validate

3.1 Philip Lim

CASIO G'zOne

LONGBOARDING with LONGBOARD GIRLS CREW

ABOUT LONGBOARDING GIRLS CREW  
MAITANE JACKY NOELIA

Longboard Girls Crew (LGC) was created by a group of girls who were tired of always being a minority among male dominated crews and understood that something had to be done within the world of longboarding to fill this void. The result an international female longboarding community.

These girls realized that when they started together the vibe was different, they felt more confident, relaxed and confident but they felt that the same thing was happening everywhere else. So, why not encourage this kind of encounter to take place more often? Where are girls hanging out and how can we get them together? Since its foundation, LGC has gradually become a supportive platform where girls who skate or who are interested in being up longboarding are invited and find a place where they can meet each other, showcase their talent, create local crews, share tips, arrange skate meetings, etc. In other words, a space that represents the role from a girls point of view.

VIEW THE VIDEO

BEHIND THE SCENES

PRESENTED BY HYPEBEAST

Official G'zOne Site | G'zOne Facebook | CASIO

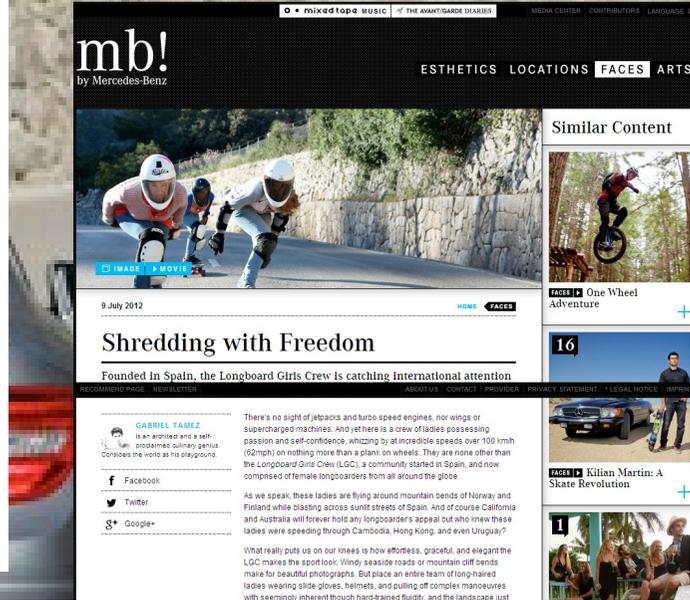


# MERCEDES BENZ

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, accommodation, contracts, insurances, etc)
- We gave the endorsements & image rights use



# 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

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](http://LONGBOARDGIRLSCREW.COM)

Boost Unavailable

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

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, DhX lets you progress from amateur rider 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!

