

## evo 20<sup>th</sup> Anniversary

### Themes:

- Community
- Employee focused
- Connectedness
- Differentiation
- Biggest sale of the year

### Headline:

- 20 Years Together

### Long Copy:

1

**20 years together.** 20 years of skiing, skating, biking, hiking, boarding, surfing, camping, and serving our community. Together. It's been an incredible journey and we want you to know the best part. We're not there yet. Not even close. We're stoked you chose to share the trail with us. Cheers to 20 years and many more to come.

2

Can you believe it? 20 years we've been together; who would have thought. Hey remember that time we lost the route in Kendall Trees and bushwhacked 3 miles with skis on our packs until we lucked into that fire road? That was fun. What about when we drove 6 hours to ride Baker and you forgot your boots? Good times...But you know what, there's no one we'd rather break trail with for the next 20 years. Cheers to us. And forever remembering our boots.

3

evo is powder day. The sensation of pure freedom as you levitate through epic wilderness at high speed.

evo is a mountain trail. The adventure of discovering a beautiful place you've never been.

evo is an idyllic camp spot. The pristine morning silence and fresh mountain air as you sip on warm coffee and admire the alpenglow from your tent.

evo is the perfect wave. The thrill of achievement as you drop into a gorgeous barrel with flawless timing.

evo is heavy breathing. The absolute exhaustion, but you don't care, you're having too much fun to stop.

evo is a mtn bike. You and your trusty steed working in unison through all the ups and downs.

evo is airtime. The rush of adrenaline as you soar through the air on your gear of choice.

evo is community. The ambitious vision of a community center first and retailer second.

evo is 20 years old. And that was all you. No seriously, pat yourself on the back you mountain mutant!

### The "Only At evo" Catalogue:

Like a morning cup of mountain joe, this collection is "evo-infused." Every product featured here is the result of a close collaboration between our buyers and brand partners. Besides helping you get

rad, these products tell stories, bridge the gender gap, and lower the barrier of entry into the sports we know and love. Together, they form a differentiated assortment that stands out from the crowd with exclusive styles and colorways that can only be found at evo.

Diving is encouraged! We hope you'll find it inspiring for the season ahead.

## Campus Salt Lake Adventure Quiz

Headlines:

Adventure Matchmaker in SLC

Meet your SLC Adventure Match

Salt Lake City Adventure Quiz

Scenario: You've just woken up at Campus Salt Lake with no gear or recollection of how you got there. You head inside and see everything you could possibly need for any adventure. An employee asks you, "What're you getting into today?"

You stammer. You're overwhelmed by the endless possibilities that Salt Lake City has to offer, but don't worry! We're here to help you find the best spots around SLC for you and your interests.

Questions:

(All) What is your favorite outdoor activity?

- Hiking
- Climbing
- Skiing
- Snowboarding
- Biking
- Skateboarding
- Camping

(Snow) What kind of skier/boarder are you?

- Backbowl hunter
- Corduroy carver
- Cliff hucker
- Big air thrower
- Filthiest of park rats
- Goer of greens & blues
- Lodge lounge
- Little bit of everything

(Snow) What does a day at the resort look like for you?

- We go non-stop all day.
- About 6-7 runs with a lunch break in between.
- Don't tell anyone but I just like the lodge.

(Camp) How do you typically camp?

- We're going for distance, moving fast and light.
- We're casual and make a nice campsite.
- We're into glamping.

(Camp) Do you camp as a means of access to other activities?

- Yes, but really only for hiking.
- Yes, for biking, climbing, snowsports etc.
- No, we just like to camp!

(Hike) What's the longest day hike you've completed?

- <5 miles
- 6 – 10 miles
- 11 – 15 miles
- 16 – 25 miles
- 26+ miles

(Hike) Are you into overnight hikes?

- Heck yeah!
- Never done it, but I'm intrigued.
- Nah, I like my bed.

(Bike) What kind of biking do you prefer?

- I like a paved road.
- Give me those gnarly mountain trails.
- I ride a ton of both.

(Bike) Do you own a bike?

- Yes
- I rent
- I borrow

(Bike) What type of bike do you ride?

- Cross-Country
- Trail Bike
- All Mountain
- Downhill
- Road Bike

(Bike) What's the longest ride you've done?

- <8 miles
- 9 – 15 miles
- 16 – 25 miles
- 26 – 35 miles
- 36+ miles

(Climb) What kind of climbing do you prefer?

- Bouldering
- Sport climbing
- Ice/alpine climbing
- In a gym

(Climb) What's the most difficult climb you've completed?

- 5.0 - 5.7
- 5.8 - 5.9
- 5.10
- 5.11 - 5.15

(Skate) What kind of skater are you?

- I live at the skatepark
- I ride the streets
- I cruise on my longboard
- Does Tony Hawk Pro Skater count?

(All) How many years have you been actively pursuing your outdoor sport(s)?

- 1 - 3
- 4 - 9
- 10+

- I've got gear older than you, kid.

(All) What do you consider your skill level to be?

- Beginner
- Intermediate
- Expert
- I used to keep up with the best, but the years...how they go by...
- Ask me at après and I'm an expert.

(All) Who do you like to roll with?

- Other beginners/intermediates
- I go hard and need partners that can keep up.
- Doesn't matter, I'll have fun either way!

(All) Who do you adventure with most?

- My significant other
- My family
- My friends
- My dog
- Me, myself, and I

(All) How do you like to adventure?

- Freestyle it or go backcountry.
- Stick to trails, resorts, and skate parks.
- Watch others from my couch.

(All) How do you feel about Type II fun?

- Sign me up for the sufferfest!
- Ew, no.
- There's two types of fun??!

(All) How deep do you go for adventures?

- We go long-haul.
- We adventure locally.
- Why not both?? ㄟ\_(\_ツ)\_/

(All) Do you après?

- Yes
- Yes, but in blue.
- No seriously, I don't!

(All) What's your typical food plan for adventures?

- I prepare food at home before/after.
- I do a quick stop on the way to/from.
- I like to sit down for a good meal.
- I go for anything, just as long as I'm fed!

(All) What motivates you most to adventure?

- The exercise.
- The culture/community.
- The thrill.
- I'm performance driven and strive to level up.
- I just love being outside.

Results:

- Little Cottonwood Canyon
  - Not only do you get after it, you're great at it too. Little Cottonwood Canyon is an epicenter of outdoor wonder. Chock full of adventures from Granite to Alta, LCC offers some of the most technical terrain in the country for climbing, biking, hiking, skiing, and pretty much anything you can come up with.
  - Take a little jaunt up the iconic *Mt. Superior*, should be cake for a pro like you! Need something harder? Try your three points of contact on *Pfeifferhorn*, aptly nicknamed Utah's Little Matterhorn, ranging up to class 3-4 scrambling.
  - Whatever your flavor, Little Cottonwood Canyon has bred world class athletes across the adventure spectrum. Will you follow in their tracks? (Just don't hurt yourself **too** badly while doing so...)
- Big Cottonwood Canyon
  - Big Cottonwood Canyon offers, shall we say, a lotta bit of everything. Climbers can find a wide variety of routes here including some great intro climbing. Dogwood Crag has a range of routes from 5.5-5.11 or head over to Dead Snag for multi-pitch climbing.
  - Don't miss out on winter in BCC either. *Solitude* is a rad ski resort with steep terrain, but also makes for a great family trip. Or head over to the snowboarders' mountain, *Brighton*, if you prefer to ride on one plank.

- Park City
  - If you find yourself in Park City, you either love your snow or you love your bike, and chances are you probably love both. Fans of this area from Salt Lake City and all over the world flock here for a reason. Not only does PC offer exceptional terrain for snowsports and mountain biking, but world class accommodations and restaurants.
  - The *Park City* resort is renowned in its own right and has something for everyone, while *Deer Valley* resort nearby is skiers only and known particularly for its food, or “The Deer Valley Difference.”
- Salt Lake City
  - Ah Salt Lake City...a bustling concrete jungle and yet, somehow, just minutes from untold adventure. Here, you don't just find it in mountains and lakes. You find it in skate parks at Fairmont, Guthrie, and West Valley. You find it at 9<sup>m</sup> and 9<sup>m</sup> on Thursdays at 9pm with your favorite set of human-powered wheels and hundreds of new friends.
  - No matter what you get into in SLC, cap it off with a sunset hike up to Living Room Lookout for one of the best views of the city and a local adventure worth sharing stories about.

## evo's Ultimate Watersports Quiz

### Description:

Water is 60% of the body, and if you're like us, it's pretty much 100% of life. That's why we've developed the ultimate watersports quiz to help you get the most out of those glorious summer days. Let us get to know you a little bit and we'll tow you to the right gear and clothing for your watersports level.

### Watersports quiz:

#### Do you own a boat?

Yes

No

No, but a close friend/family member does.

#### What's your favorite watersport?

Wakeboarding

Water Skiing

Wakesurfing

Surfing

SUP Boarding

Anything that gets me out there

#### Do you own a board?

Yes

No

**Tag Q**

**If yes, how old is it?**

Practically new

2-4 years

5-7 years

This thing might be older than me...

**What is your experience level with watersports?**

This is my first year

1-2 years

3-4 years

5+ years

**How often do you get out on the water in the summer?**

Every now and then

Once a week

2-3 times a week

4+ times a week

**What tricks can you do behind a boat?**

I can jump the wake on a good day

Working on my surface 360

I've got a short list of grabs

I throw flips like a pro

Is standing up a trick?

**How does your body react to water temperature?**

I get cold easily

I'm about average

I run hot

Bring on the polar plunge

**What's your style?**

I'm all about comfort

Safety is paramount

I like to stand out on the board and the beach

**How big is your crew?**

7+

5-6

3-4

Just my bestie and I

**Where do you typically watersport?**

Public beach

Private beach

Lake

River

**What motivates you to watersport?**

I'm performance driven and want to see improvement

I'm more of a social boarder and do it for the hang

Doesn't matter who I'm with or how good I am, I just love to be on the water

**How intense are your sessions?**

We just like to mosey around a bit

Better pack some coolers we go all day

We're non-stop whether it's 20 min or 12 hours

We're into multi-day trips

**Watersports quiz results:****You're getting your feet wet!**

Your watersports adventure has just begun, and you're in great company. Let's get you off on the right (or goofy) foot with these gear picks.

**Explore>**

**You're getting it down!**

You have some solid experience behind the boat. Right on! Time to level up with these gear picks just for you.

**Explore>**

**You're practically a pro!**

You may even be amphibious. Nice! You need gear that plays as hard as you do. We recommend these picks to help you live a life on the water.

**Explore>**

**South America Powder Quest**

SL: We Found the Powder!

PH: Summer Shredding in the Southern Hem

Headline: PowderQuest to Patagonia & Chile

These evoTrips go to the end of the Earth, where the lakes are electric blue and the summer pow is plentiful. Whether you're into ski touring iconic volcanoes, exploring remote backcountry, or resort hopping around Patagonia, our partners at PowderQuest will guide you through an unforgettable adventure.

**Travel With Us>**

**Sub 1: Argentina All Mountain Ski and Snowboard**

Carve your way through Patagonia's best ski resorts, dive into your personal guides' secret powder runs and check out the nightlife of the famed Lake District in this fully guided South American experience.

Travel With Us>

#### Sub 2: Argentina Backcountry Ski and Snowboard

Immerse in the mountain culture, scenery, and of course, powder stashes surrounding Bariloche, Argentina while two certified ski guides lead you on a true Patagonia adventure combining the best of both resort and backcountry.

Travel With Us>

#### Sub 3: Chile Backcountry Volcanoes Ski and Splitboard

Volcano ski touring in southern Chile is a must do for any backcountry enthusiast. Our experts guide you deep into the Andes to ski Chile's classic volcanoes: Lonquimay, Villarrica, Lanin, and Quetrupillan.

Travel With Us>

### Ace The Himalaya Feature

SL: Nepal's Got It All

PH: If you know where to look...

Headline: Ace The Himalaya With Us

At 15 years old, Prem Khatri was a porter in Nepal. Meeting people from all over the world and sharing the beauty of his country was his passion. He dreamt of starting his own company where he could create unique and unforgettable memories for travelers while benefiting his local communities. Now, he runs Ace The Himalaya, an organization that we are proud to partner and travel with!

Travel With Us>

Pt 2

Nepal is an adventure haven. With its soaring peaks, pristine Himalayan rivers, lush jungles and varied flora and fauna, the country is bursting with potential for adventure.

Travel With Us>

#### Sub 1: Nepal Multi-Sport

Experience everything Nepal has to offer in this action-packed adventure! Explore UNESCO World Heritage sites and fuel your adrenaline rush with bungee jumping, hiking, white-water rafting, paragliding, mountain biking and wildlife safari.

Travel With Us>

#### Sub 2: Annapurna Circuit, Nepal Mountain Biking

The extraordinary Annapurna Circuit winds through the many landscapes of the Himalayas and offers some of the most exciting mountain biking in the world.

Travel With Us>

#### Sub 3: Mount Everest Base Camp, Nepal Trek

Meet the Himalayas up close and personal as you trek towards Mount Everest Base Camp. Stay in small Nepalese villages, absorb the culture, and push yourself to new heights on this 14-day adventure.

Travel With Us>

