



OHLAY

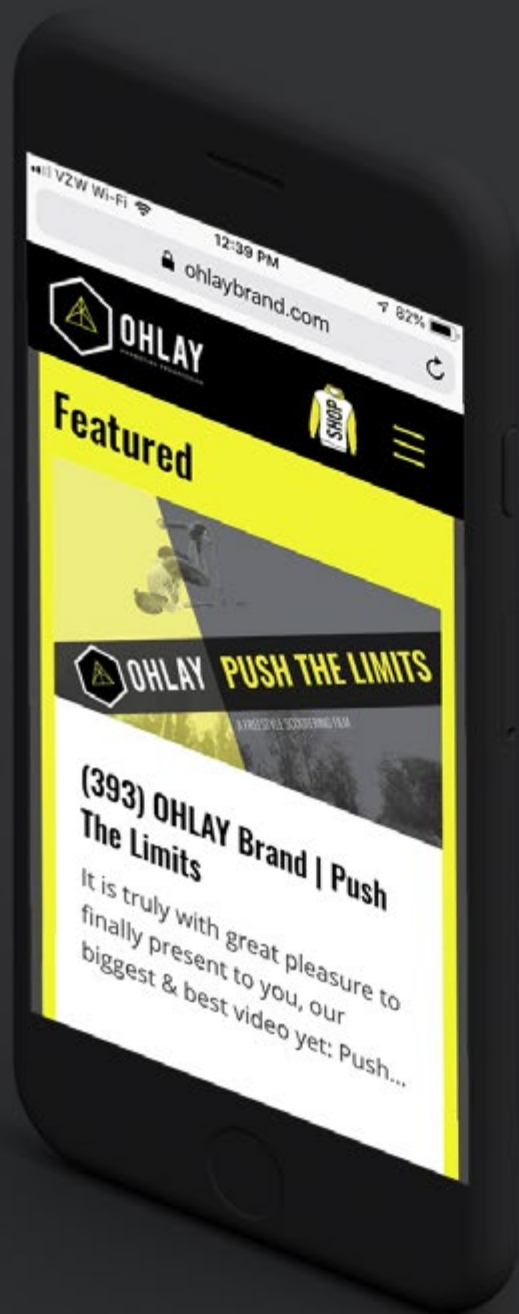
PROMOTING PROGRESSION

OHLAY BRAND IS:

THE ONLY ALL-ENCOMPASSING MEDIA PLATFORM
FOR FREESTYLE SCOOTER RIDING.

- Featuring daily content from thousands of follower submissions.
- With global social engagement.
- For a rapidly growing niche market.





OUR MISSION

At OHLAY Brand it is our mission to promote progression of freestyle scooter riding by showcasing the industries best content, from unknown riders to world class pros on one central hub. By hosting international events and promoting riders through our digital community, OHLAY connects scooter riders around the world and has created a community that focuses on the evolution of the sport.

“ THE CORE OF WHAT ACTION SPORTS IS RIGHT NOW, IS SCOOTERING”

- **TRAVIS PASTRANA** / ACTION SPORTS ICON & VISIONARY AT NITRO CIRCUS



Nitro World Games: Salt Lake City, Utah



Nitro World Games: Salt Lake City, Utah

SCOOTER INDUSTRY INDICATORS

Growing popularity of freestyle scootering worldwide includes:

- Addition into Nitro Circus shows and media Worldwide
 - Nitro Circus Scootfest 2018: Combined **4+ Million Live Stream Viewers**
- Industry leading freestyle scootering video reaches: **13.7 Million Views** on YouTube
- Rolling Stones 2018 article stated: "Scooters Are Becoming Millennials' Extreme Sport of Choice"
- Ryan Williams, scootering's largest athlete, had 950,000 IG Followers in January of 2018 & currently sits at 1.6 million.



Extreme Barcelona

***"SCOOTERS ARE BECOMING
MILLENNIALS' EXTREME
SPORT OF CHOICE"***

- ROLLING STONES

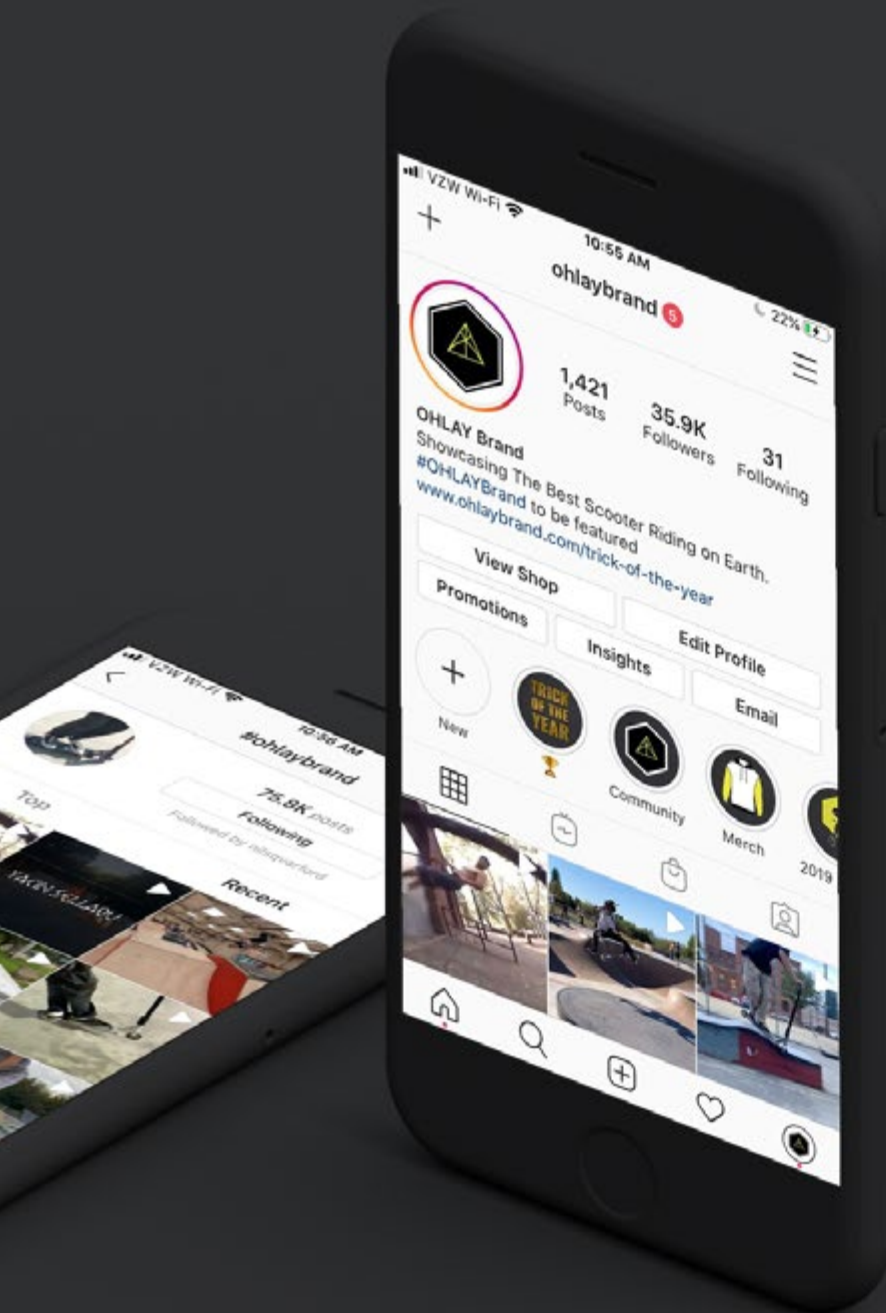


Haske Street Jam: Barcelona, Spain

SOCIAL MEDIA RESULTS

IN JUST UNDER 2 YEARS.

- **35,900+** organic Instagram Followers
(@OHLAYBrand)
- **75,000+** uses of our brand's exclusive hashtag
(#OHLAYBrand)
- **1.5 Million** monthly Impressions on Instagram



USA RIDE DAY TOUR

PRESENTED BY



OHLAY

9/28

12-3PM

METRO SKATEPARK

ORLANDO, FL

10/13

1PM MEETUP

FOUR SEASONS SKATEPARK

MILWAUKEE, WI

11/3

5-8PM

MODERN SKATEPARK

DETROIT, MI

11/9

12-3PM

GOLGOTHA SKATEPARK

ST PETERSBURG, FL

11/16

3-7PM

OVER THE TOP SKATEPARK

ZUMBRO FALLS, MN

12/1

3-7PM

RYE AIRFIELD SKATEPARK

RYE, NH

OUR EVENTS

In just under two years, we've hosted 20+ scooting events across 5+ countries. They have quickly rose from local to international scale; with a drastic increase in media impressions, sponsorships and participation.

- **Total Social Reach of 2019 USA Tour:** 857,700 media Impressions on Instagram.



Rye, New Hampshire

TRICK OF THE YEAR

The largest online contest in
Freestyle Scooter History.

INFLUENCERS PROMOTING EVENT | TOTAL FOLLOWERS

8.7M

Total Instagram Followers

* From all participants, & influencers who have promoted our Trick of The Year event

* Please Note:

THE EVENT HAS ONLY BEEN OPEN FOR 1 MONTH OUT OF ITS 4 MONTH DURATION

- TOTY impressions will continue to skyrocket.
- We've recieved 500+ entries in 2 weeks
- View updates about this global online scooter contest at: [@OHLAYBrand](#) or [our website](#).

The poster is for the 'Trick of the Year' event, presented by North Scooters and System Disiro. It features a dark, textured background with gold-colored text and logos. The main title 'TRICK OF THE YEAR' is in large, bold, gold letters. Below it, 'PRESENTED BY: NORTH SCOOTERS & SYSTEM DISIRO' is written in a smaller font. A large gold banner at the bottom reads '\$10,000 CASH PRIZES'. A box containing the 'HOW TO ENTER' instructions is located below the prize banner. The bottom of the poster is filled with various brand logos, including Proto, Tilt, Above, Oztek, River, Ethic, Scooter Hut, Skatapro, Lucky, Apex, and others.

OHLAY

TRICK OF THE YEAR

PRESENTED BY: **NORTH SCOOTERS & SYSTEM DISIRO**

\$10,000 CASH PRIZES

HOW TO ENTER: 1) Post your best trick of 2020 to IG 2) #OHLAYTrickofTheYear 3) Tag @OHLAYBrand @NorthScooters & @SystemDistribution

PRO **TILT** **ABOVE** **oztek** **River**

Ethic **SCOOTER HUT** **SKATEPRO** **LUCKY** **APEX**

ATKIN **FIGZ** **FLYER** **ANTIST** **WHEEL CO**

**SKATEBOARDING IS A MULTI
BILLION DOLLAR INDUSTRY.**

**SCOOTERING IS WHERE
SKATEBOARDING WAS
30 YEARS AGO.**

OHLAY BRAND + THE SCOOTER INDUSTRY IS ON THE BRINK OF BLOWING UP.

See an opportunity to collaborate? Let us know.

Email us: **OHLAYBrand@gmail.com**