



***quattro**media*

SPORTMARKETING 

THE OUTDOOR, ADVENTURE & ACTION SPORTS MEDIA & MARKETING COMPANY

A person is kitesurfing over a green ocean. The kitesurfer is a small silhouette in the upper center, holding onto a control bar. A large, curved, red and orange kite is on the right side of the frame. The background is a bright, hazy sunset or sunrise over the ocean, with a greenish tint to the water in the foreground. The sky is a mix of yellow and orange.

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ADVENTURE, OUTDOOR & ACTION SPORTS

We love playing with and battling nature's elements. This is where we find ultimate freedom, peace, happiness & awesomeness – riding wind and waves in the ocean, rowing down a peaceful lake, flying effortlessly through the air, standing on top of a mountain, riding down snowy landscapes.

Outdoor & adventure sports have the highest regard when it comes to a positive lifestyle approach and that adventuring in the natural environment is the most effective way of ensuring a healthy work-life balance. Often, they're connected to our holidays and the best times of one's year - there's no better place and moment to connect your brand to.

While these sports are very accessible, they are also spectacular, visually extremely attractive and offer awesome content - this is an amazing potential in our modern omni-channel media world for huge exposure, marketing value and brand experience.

These sports offer great emotional experiential marketing opportunities to get people immersed in unique experiences and likely get hooked for life.

The audiences are youthful, adventurous and active. Income levels are generally higher. Social and digital media play an important role. The awareness for the environment and sustainability is strong and far above average and is genuinely embedded in the outdoor culture.



KITESURFING



ROWING



AIR SPORTS

A DIVERSE PORTFOLIO OF
ADVENTURE, OUTDOOR &
ACTION SPORTS THAT REACH
VERY INTERESTING AUDIENCES

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OUR SPORTS

WE WORK FOR & WITH GLOBAL
FEDERATIONS, GLOBAL BRANDS,
INTERNATIONAL SPORTS EVENTS
& SPORTS DESTINATIONS



ATHLETICS



LUGE



WAKEBOARDING



KITESURFING

**IT'S SENSATIONAL TO WATCH
AND FULL OF EXCITEMENT.**

EMOTION	★★★★★
EXPOSURE	★★★★★
LIVE	★★★★★
CONTENT	★★★★★

Kitesurfing is an action sport combining wakeboarding, snowboarding, windsurfing, surfing, paragliding, skateboarding and sailing into one awesome sport.

Kitesurfing is adventure, freedom, nature, adrenaline, progression, creativity, exploration and fun.

Kitesurfing is a unique opportunity to connect your brand to passion, emotion, adventure, action & a unique lifestyle.

Kitesurfing is the fastest growing watersport.



The GKA Kite World Tour is the only kite multi-discipline World Tour, with 12 events in many amazing locations around the globe each year.

It delivers action-packed competition to audiences both on the beach and following our media around the world.



ROWING

... ISN'T FOR EVERYONE. IT TAKES A DIFFERENT TYPE OF PERSON TO PUSH BEYOND POSSIBILITY.

EMOTION



EXPOSURE



LIVE



CONTENT



Rowers are dedicated, balanced, focused, team-spirited, fair. The sport is inclusive, natural and timeless.

Rowing is one of the oldest known sports. It has adapted to the changes over the years and will continue to do so, to ensure a long and strong legacy. Rowing is widely recognized as the healthiest sport and is broadcasted around the world.

Sustainability is not just a phrase in rowing, it's one of the guiding principles. World Rowing's partnership with WWF for Clean Water leads by example.

World rowing is a singular entry point to a diverse range of communities and audiences - from elite to masters, under 23, juniors to coastal and indoor rowing, but also universities and para-rowing.

On behalf of FISA, we are seeking value-based strategic commercial partnerships.

The World Rowing Federation, FISA has been established in 1892 and is the governing body of the sport of rowing.



EMOTION	★★★★★
EXPOSURE	★★★
LIVE	★
CONTENT	★★★★★

AIR SPORTS

AIR SPORTS ARE MAKING MANKIND'S OLDEST DREAM OF FLYING A REALITY. FLYING THROUGH THE AIR IS ONE OF THE MOST AWESOME ADVENTURE EXPERIENCES PROVIDING ULTIMATE FREEDOM.

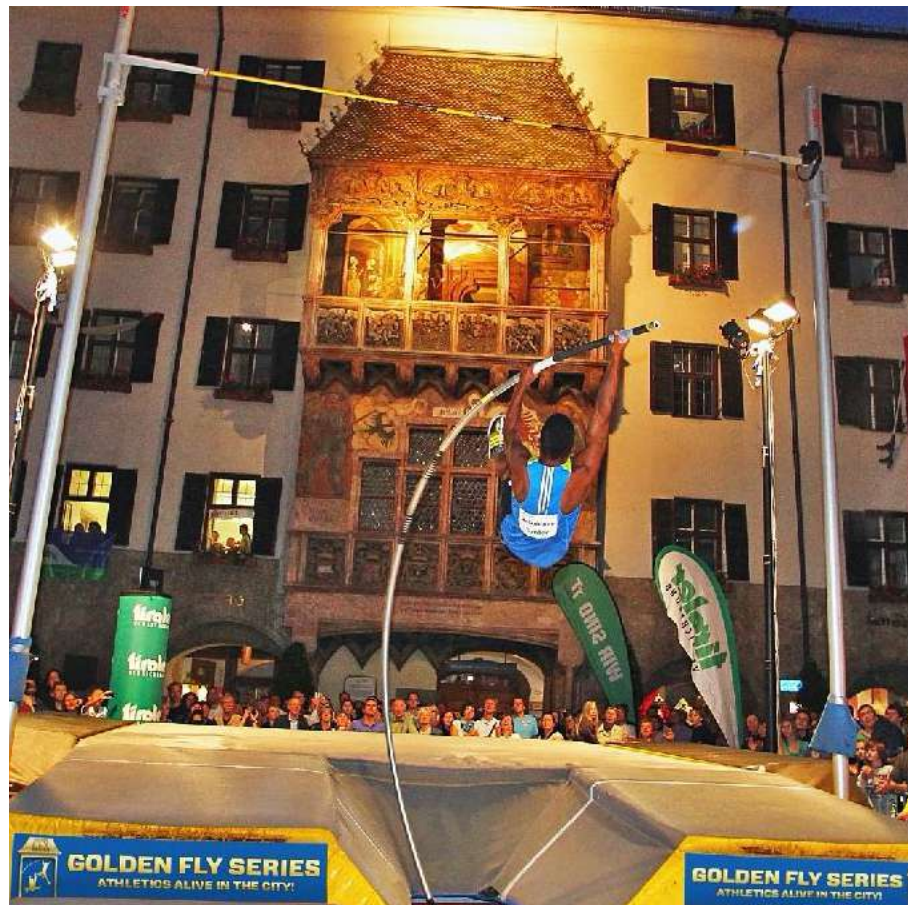
Air sports provide an unique package of adventurous spirit, audacity, technology and a positive, open-minded life-style.

The International Air sports Federation FAI is the governing body for spectacular sports like skydiving, paragliding, gliding and ballooning.



Together with FAI, we are developing the sports in general and promote **five World Championships in five different sports** with worldwide medialization. We also offer a complementary branded content program around aviation personalities, history, adventures, records and technology.





EMOTION	★★★★★
EXPOSURE	★★★★★
LIVE	★★★★★
CONTENT	★★★

GOLDEN FLY SERIES

ATHLETICS

THE GOLDEN FLY SERIES IS THE UNIQUE INTERNATIONAL PREMIUM PROJECT IN ATHLETICS THAT BRINGS MANY OF THE WORLD'S ELITE IN LONG JUMP AND POLE VAULT INTO ICONIC CITY CENTERS - WITH WORLDWIDE MEDIA EXPOSURE.

Originated in Innsbruck, Austria, the series will comprise 4 to 5 events in 2020: Innsbruck, Athens, Bangkok and Liechtenstein. For 2021, we are exploring to bring events to Munich and Lisbon.



LUGE

**THE INTERNATIONAL LUGE
FEDERATION'S ORIGIN HAS
BEEN ON NATURAL TRACKS
FOR A LONG TIME BEFORE
ARTIFICIAL TRACK LUGE
BECAME AN OLYMPIC SPORT.**

In close cooperation with FIL, we are lifting the Natural Track Luge World Cup and World & European Championship to the next level of global media awareness - and tap into the huge world of recreational luge, one of the original mountain activities for the whole family.





WAKEBOARDING

WAKEBOARDING IS THE MOST ACCESSIBLE, YET VERY SPECTACULAR WATER ACTION SPORT AND WITH CABLE WAKEBOARDING, HAS COME INTO METROPOLITAN AREAS.



Wasserski Langenfeld is the world's leading wakeboard cable park - situated in one of the most densely populated areas of Europe between Cologne and Dusseldorf in Germany. 400.000 visitors per year, the leading event Langenfeld Open and many other opportunities to connect with a very interesting audience.

Wasserski Langenfeld asked us to help them to find cooperation partners for their unique wakeboard & recreational facility and their events.

Together with Benni Süss, owner of Wasserski Langenfeld and former European Wakeboard Champion, we are exploring the opportunity to create the **World Series of Cable Wakeboarding** at some of the most prestigious cable parks on the planet with the world's best riders.

Now with the world's first lakesurfing wave! Real outdoor surfing in nature - in the middle of Germany.

The background of the entire page is a photograph of a person running on a vast, undulating desert dune. The sun is setting or rising, creating a warm, golden glow across the sky and the landscape. The person is seen from behind, running towards the horizon. The dunes are dark in the foreground and become lighter as they recede into the distance.

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WHO WE ARE AND WHAT WE DO

WE BELIEVE IN SPORT AS AN EXTREMELY POWERFUL TOOL TO REACH CONSUMERS AND PROMOTE BRANDS BY BUILDING EMOTIONAL RELATIONSHIPS, CREATING BRAND AWARENESS, CONTRIBUTING TO THE BRAND EXPERIENCE AND CONNECTING PEOPLE.

We have noticed the need with some of our long-term partners for support in sports marketing & sponsorships. The big sports marketing agencies don't have the understanding and structures to work with the outdoor oriented, often smaller sports and their budgets. We are filling this void as of 2019 with the implementation of quattro media's sports marketing department.

We have curated a diverse portfolio of exciting adventure, outdoor and action sports - away from the usual mainstream sports. These sports are very interesting to get involved with, are affordable and high on return-on-investment. They reach very interesting audiences and provide youthful, very emotional & engaging marketing opportunities.

Founded by former journalist and TV presenter Peter Hertrampf, quattro media has been active in media production and distribution since 2001. quattro media has been at the forefront of many outdoor, adventure and action sports and has been one of the driving forces to develop these sports and their medialization. With our unique combination of media production, distribution, consulting and now sports marketing, we will continue to do so.

It's a very logical and exciting step to add sports marketing to the mix and create marketing opportunities for **brands that share our authentic, original, genuine, true and creative approach** to cultivate credibility, spark human interest, build brand awareness in an emotional environment and engage with the sports' community, but also a broader audience.



We won't sell sponsorships; we are building marketing cooperation's that create true values and contribute to the brand experience. We will not just sell banner space; we will fully integrate our partners in all aspects of the sports. We believe in authenticity and sustainability.

We offer the opportunity to completely own and brand an entire sport – opposed to being one of hundreds of brands buying banner space in the big mainstream sports and often get low recognition out of it. We find the smaller sports jewels, that offer creativity, innovation and flexibility - with high return-on-investment. Our sports marketing strategy is to own the news and not the ad break. Our media distribution structure guarantees worldwide editorial media exposure.

As our sports are less regulated and more flexible than the big mainstream sports, we can offer access to very cooperative and interesting athletes, integration of your marketing objectives, time and regional preferences - and of course you can always use all our footage for your own purposes.

We create activation programs for brands to support the sponsorship. Putting a logo on a property is not enough anymore - brands need to support their sports marketing engagement with initiatives to connect and engage with their target group. We will focus on content & experiential marketing as these are the most credible and impactful forms to build credible and lasting relationships with customers and stakeholders.

OUR STORY

quattro media is a unique sports company. Centrally based just outside Munich, Germany, we work with many international sports organizations to develop new and exciting but also traditional sports to push the boundaries in performance and entertainment.

We love the outdoors and many of the sports we're involved with share our passion for nature, mountains, water, air and land. From skiing to mountainbiking, from snowboarding to paragliding, but we also translate our creative and innovative approach to more classic sports like rowing and triathlon - and the international federations love it!

With our long experience and deep knowledge of outdoor, adventure and action sports, we inspire the worldwide sports audience and media by creating unforgettable and innovative sports experiences, producing and distributing high-end compelling programming and reaching a large worldwide audience across all channels to inspire current and future sports generations.

Being down to earth, honest and transparent, we aim to build long-term partnerships with sports organizations and brands to create real value and establish lasting impact.

It has been a long ride. Long may it continue.

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OUR PLAN

We work with and for global federations, global brands, international sports events and sports destinations.



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OUR APPROACH

We don't take the easy routes - and it's not all about the money.

We live and breathe sports. We love adventure and the outdoors: mountains, water, land, air. We're passionate about what we do. We don't just claim to know our sports, we do most of them.

We're creative. But also commercial.

We're authentic, genuine, true, original.

We're innovative, inventive and very open to experimenting.

Content production is in our blood. Storytelling is our DNA. We create and tell stories to inform, entertain and inspire.

We understand and live in today's diverse media eco-system.

We like to work hard and don't mind going extra miles. Our approach is labor-intensive and personal. That's just how we are and that's how we have built our unique media distribution.

We truly love to help to develop outdoor, adventure and action sports.

We're down to earth, honest, reliable and transparent. We don't have fancy high-street offices with an army of account managers. We're not selling you an intern as account director -you will always be in contact with a senior member of the team.

Our philosophy is to combine creativity, experience and flexibility to form a unique approach. We see ourselves as partners to sports organizers, athletes and brands.

Our strength is long-term (a total of 80+ years) hands-on experience in the areas of journalism, sports marketing, omni-channel medialization, production planning and cutting-edge production equipment as well as event management & sponsorship management.

Our ambition is to be as close to the sport as possible and create and tell appealing stories from unique perspectives and create value for the sport and its athletes, sponsors and media. Our team develops the right strategies, audio-visual products, medialization concepts and marketing strategies for each of our clients. Our aim is to live up to our own high expectations - to achieve great results and enjoy ourselves while doing it.

We always strive to maximize the global audience, media value and impact for our clients and their partners.

WHAT WE DO

***It's pretty much a unique package.
And we're proud of that.***

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Born as a media distribution company, quattro media soon became more: sports, events and media concepting, general consultancy and realisation, execution on-site, unified communications, technical broadcasting services, post-production, licensing, worldwide omni-channel medialization of sport programmes and media evaluation - and in 2019, we are embarking into the world of marketing and sponsorships.

MEDIA PRODUCTION

We offer wide-ranging production services, from a two-man crew production all the way to 20+ camera live productions for all kinds of media platforms and sports.

MEDIA DISTRIBUTION

For more than 25 years, quattro media has played a pivotal role in transforming the recognition of outdoor sports programming and delivers to the entire media ecosystem.

MEDIA RIGHTS SALES

quattro media maintains a constantly growing portfolio of renowned sports program rights in the field of classic and action sports and licenses live programs and sports program series globally to all types of media platforms.

SPORTS MARKETING

Sport is and will stay a great tool to promote a brand. It creates brand awareness, connects people and is full of emotions. We work with and for global federations, international sports events and brands in adventure, outdoor & action sports.

CONSULTING DEVELOPMENT

We have more than 25 years of experience in many outdoor and action sports disciplines - we love to share our experience and help develop sports during the sometimes challenging process and execution of the most suitable omni-channel strategy.

OUR SPORTS

Skiing
Snowboarding
Mountainbiking

Cycling
Surfing
Kitesurfing

Wakeboarding
Natural Track Luge
Paragliding

Parachuting
Hanggliding
Ballooning

Gliding
Climbing
Mountaineering

Kayak
Trailrunning
Athletics

Cliffdiving
Beachvolleyball
Rowing

Running
Triathlon
Motorsports

And many more



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MEDIA PRODUCTION

More than 500 TV-projects of worldwide renowned action sports events and media projects over the years!

We offer wide-ranging production services, from a two-man crew production all the way to 20+ camera live productions for all kinds of media platforms and sports.

We take great pride in finding the best possible and tailor-made solution for every project including the selection of sport and terrain-specialized camera operators and using cutting-edge technology to deliver flexible and robust broadcast solutions.

For live productions, we work with global OB-van partners but also with brand-new LTE streaming technology and remote studios (LiveU and Teradek).

We also handle all aspects of post-production services like editing, graphics, color grading and sound design. Collaborations with top-notch creative talent and working along the latest technological trends is key for us to deliver the highest quality possible. With our unique network of specialized providers we also handle data processing, scoring, graphics and live implementation.

SOME FIGURES & FACTS FROM 2019

25.000 hrs of TV broadcasting

50.000.000 online views

6.000+ contacts

450+ TV stations

4.000 editing hours



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MEDIA DISTRIBUTION

25.000 hrs of broadcasting worldwide in 2018

For more than 25 years, quattro media has played a pivotal role in transforming the recognition of outdoor sports programming.

quattro media is a global leading omni-channel sports media distribution company, offering and delivering stunning images to the entire media eco-system: from traditional national and private broadcasters, news agencies, internet publishers, social media, digital OTT platforms, mobile providers to out-of-home media such as public screens in gyms, bars, shopping malls and train stations to inflight programs of major airlines. We have built an extensive global media network with more than 6.000 partners.

Our unique pro-active media distribution services enable us to deliver a massive worldwide media impact and thereby to generate a significant sponsorship value for our clients. quattro media's distribution services are hired by global brands, event organizers and international sport federations to increase their media value.

Our own weekly-produced outdoor sports show "World of Freesports" is broadcasted in 50+ countries around the world and offers our clients a guaranteed exposure in the fast changing media landscape.

We deliver innovative outdoor sports programs that give the world a reason to cheer.

We are official supplier to leading news agencies such as Reuters, SNTV, ENEX, TASS, AFP and permanently contracted content supplier to the EBU and ABU.

With our business relations to the major companies in the growing digital media market, we are able to offer multiple usage alternatives.



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MEDIA RIGHTS SALES

Across the entire modern media eco-system

quattro media maintains a constantly growing portfolio of renowned sports program rights in the field of classic and action sports.

For more than 15 years quattro media's sales team is constantly negotiating commercial licensing contracts with leading decision makers of the sports media industry and has been representing its partners (e.g. world federations, world tours, event organizers) at its own booth at Sportel Monaco, the biggest and most important global trade fair for sports programming.

quattro media licenses live programs and sports program series from a huge number of World Championships, European Championships, World Cups and high class stand-alone events globally to all types of media platforms.



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CONSULTING & DEVELOPMENT

We love to share our experience.

We have more than 25 years of experience in many outdoor and action sports disciplines. We have been involved in more than 500 event projects. We love to share that experience and help to develop sports.

Our long-term experience enables us not only to produce and distribute captivating moving images, but also to consult our clients during the sometimes challenging development process and execution of the most suitable omni-channel strategy.

We are guiding our clients in finding answers to the constantly arising questions due to the currently changing media consumption habits across all generations.

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SOME OF OUR CLIENTS

World Federations, World Tours, Brands, Sports Events



Want to see more? 4msports.com



Peter Hertrampf
Founder, Owner, CEO

Peter, born in 1965, started his career as a radio journalist and presenter at the age of 21. In 1988, he switched from radio to television and worked as editor in chief and producer for a German television production company, providing content and program trailers for Eureka, Tele 5, Pro 7 and Vox.

During and after his studies of journalism and politics, he was working as a producer and director for different shows of ARD and BR from 1990 to 2005. His job as a presenter of a travel, sport and lifestyle show for more than 10 years allowed Peter to combine his skills in various action sports with his television career.

He was co-founder and CEO of Smaragd Medien GmbH from 1995-2001 and founded quattro media in 2002 as a global action sports video production and distribution company. Peter is also shareholder of Munich based production company Dropin TV GmbH.

Peter has lived and loved outdoor sports forever and still pursues his vision and passion: deliver athletes and their partners a global reach and a maximum of media value. Peter has truly become one of the key figures in the international outdoor sports media world.

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Florian Schnellinger
Co-Owner, COO

Florian, born 1979 in Munich, graduated at the University of Bayreuth with the degree "European Master of Sport Management". Since 2008, he is the Chief Operating Officer of quattro media and complements the company's portfolio especially in the areas of marketing, sponsoring and branded entertainment.

Together with Peter Hertrampf and Steffen Rapp, he executed not only successfully many major ENG and LIVE OB-van productions, but developed as well numerous innovative omni-channel media distribution strategies for our clients in the past years. Before he joined quattro media in 2007, he worked several years for Europe's leading sports brand adidas in the field of trade & retail marketing as well as product testing & training.

Florian is passionate about sports in general and active in beach volleyball, golf, skiing, mountainbiking and fitness – but still and because of his semi-professional career during his youth, he is fanatic about football.

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Bernhard Ritzer
Marketing Consultant

Bernhard, born in 1968 in Munich, spent his youth ski-racing and discovered snowboarding in the late 90's – becoming German champion soon after and pursuing this new passion in the snowboard world cup for the years to come. After graduating from his studies in environmental engineering, he ventured into the sports industry. He spent most of his career at the iconic surf and snow brand O'Neill where he held the positions of European and Global Sports Marketing Director and Global Brand Director. Bernhard has created and executed the modern sportmarketing program for O'Neill and during his 20 years with this legendary brand, he organized more than 100 spectacular and ground-breaking events around the world and has been working with many athletes, amongst them legends of the action sports world like Jeremy Jones and Jordy Smith.

Over the years, he has learnt and been involved in pretty much every marketing discipline. His biggest passion has always been sports marketing as he genuinely believes in the power of sport to make people happy and the world a better place!

His passion for sports is still his driving force. His motto is simple and he lives it as much as he can: Do what you love, love what you do.

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Linked in

Hello. Pleased to meet you.

ABOUT US

We're dedicated, dynamic, experienced, creative, passionate, innovative, motivated, competent.

We're specialists in our fields.

We're even fun guys to hang out with!



***We truly love what we do
and we do what we love.***

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