

INTRODUCTION

#BOTW15



BOTW

A THUNDERING
TEN THOUSAND EURO
PRIZEPURSE!

2015

Red Bull

NEW CONTEST FORMAT - NEW CATEGORIES
ALL INFO : WWW.BESTOFTHEWEST.BE
SATURDAYS : NON SPONSORED 14Y & YOUNGER - 15Y & OLDER
SUNDAYS : SPONSORED - FINALS SPONSORED & NON SPONSORED

00.00 - 00.00 PIER 15, BREDA (NL)
00.00 - 00.00 DE VEILING, OOSTENDE (BE)
00.00 - 00.00 BEURSHAL, BRUGGE (BE)
00.00 - 00.00 NMBS LODS, KORTRIJK (BE)
00.00 - 00.00 TRAX SITE, ROESELARE (BE)
00.00 - 00.00 FAR TV HIGH, PARIS (FRI)
00.00 - 00.00 RAMPART NRZ, WEVELGEM (BE)

BOTW

BEST of the WEST

INTERNATIONAL SKATEBOARDING CUP EXTRAORDINAIRE

GLOBE



WHO WE ARE

IN 2006, BEST OF THE WEST STARTED AS AN ANNUAL SERIES OF COMPETITIONS IN THE WESTERN PART OF BELGIUM. IT WAS A COLLABORATION BETWEEN THE COUNTY OF WEST-VLAANDEREN, THE 5 CITY COUNCILS OF OOSTENDE, BRUGGE, KORTRIJK, ROESELARE AND THE WELL RESPECTED SKATEPARK ZUMIEZ.

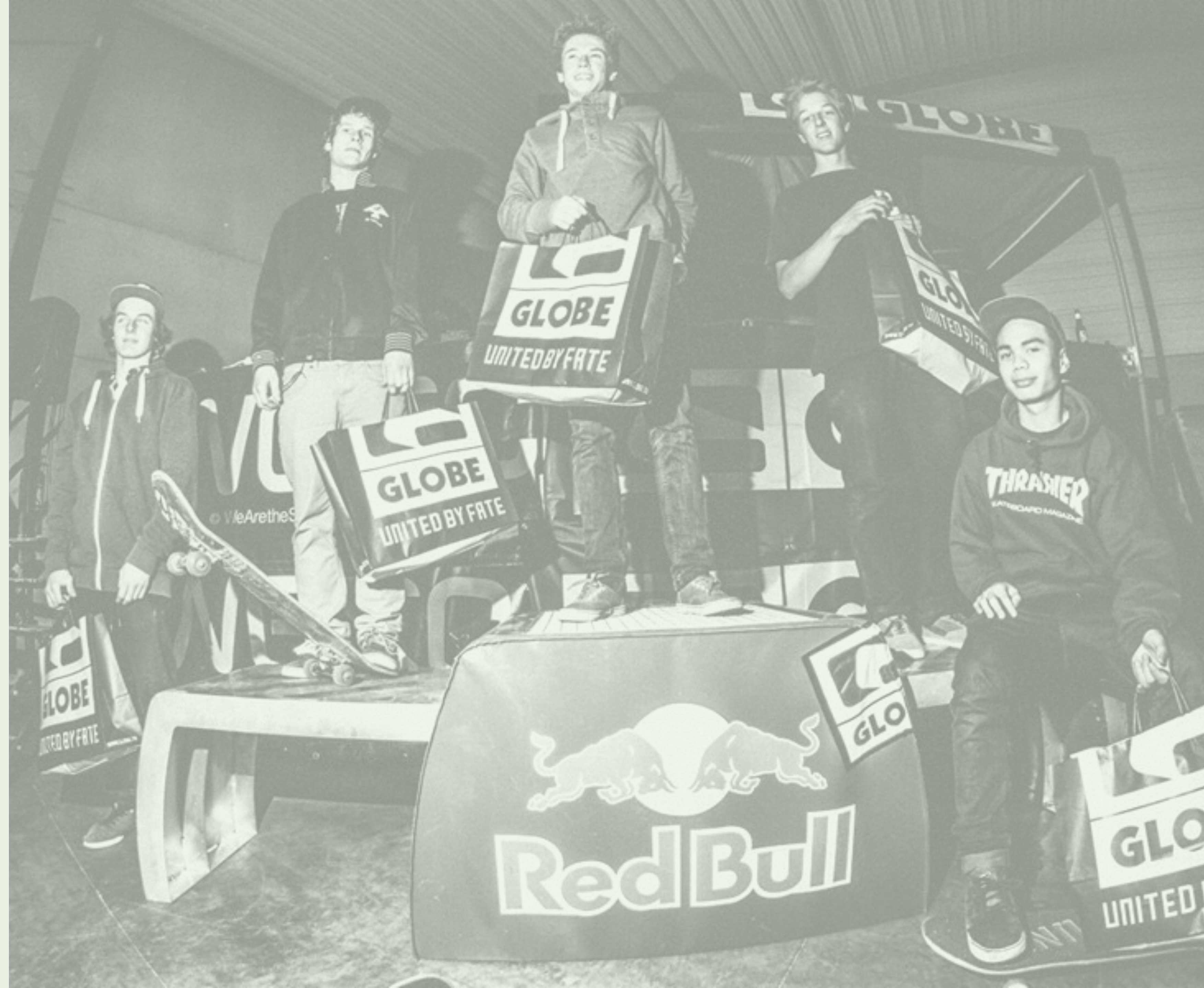
IN 2012, BEST OF THE WEST BECAME AN INTERNATIONAL EVENT WITH A STOP IN AMSTERDAM. THIS CHALLENGE WAS MET WITH SUCCES AND IN 2013 THE EVENT HAD A STOP IN Eindhoven (AREA 51) AND PARIS (FAR'N'HIGH)

SINCE 2014, BOTW HAS GROWN TO BE EVEN MORE THAN A SKATEBOARD COMPETITION. BOTW IS ALSO A NON-PROFIT ORGANIZATION. BEING AN NPO WE CAN INVEST MORE TIME IN SKATEBOARDING IN BELGIUM AND FUNCTION AS A NEGOTIATOR BETWEEN THE SKATERS AND THE CITY COUNCILS. A DEDICATED FIVE MAN STRONG GROUP CONSISTING OF LIFELONG SKATERS, SKATECULTURE AND SKATE-INDUSTRY ENTHUSIASTS AND OUT TO PUSH AND HELP SKATEBOARDERS AND SKATEBOARDING IN BELGIUM AND EUROPE.

WHAT WE DO

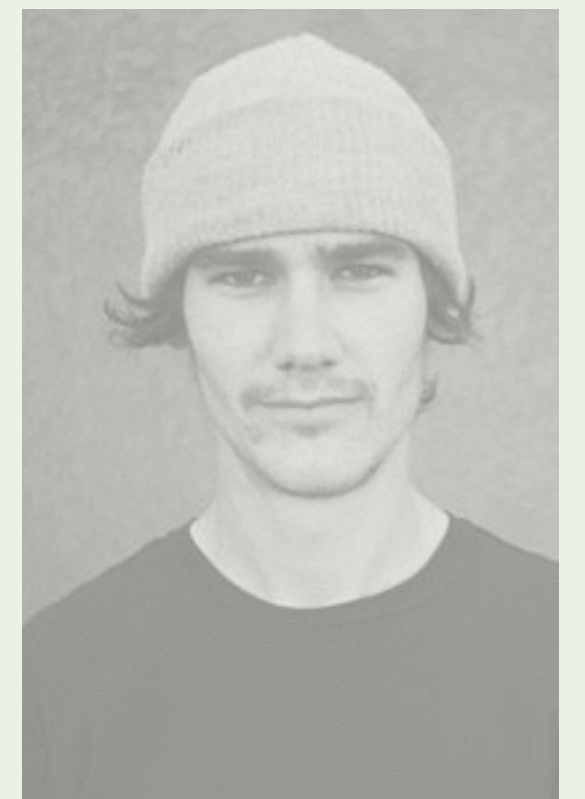
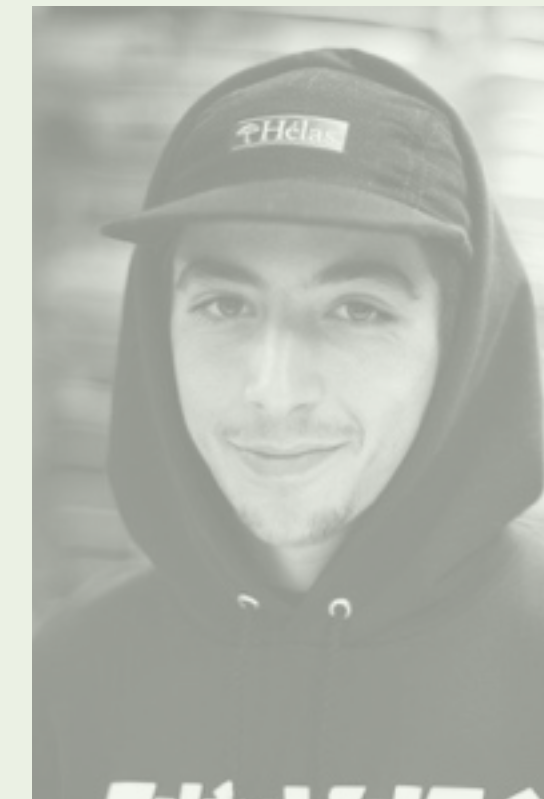
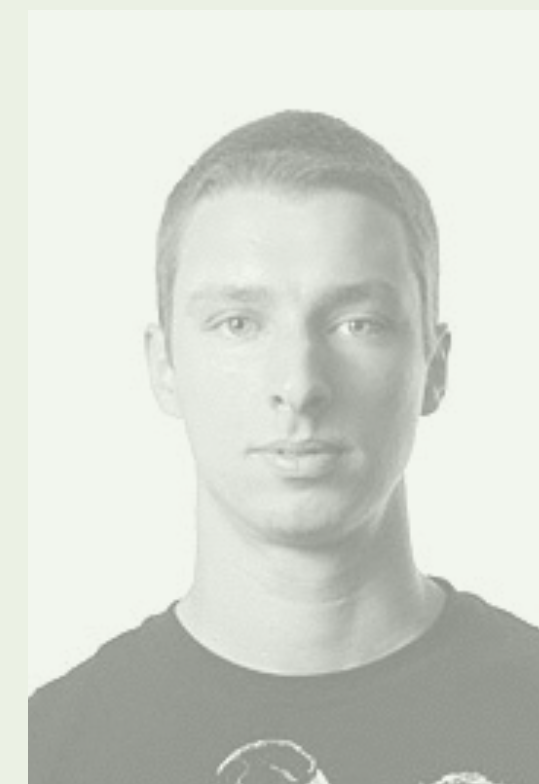
THE FIRST GOAL IS TO BRING SKATEBOARDERS TOGETHER FROM ALL OVER THE COUNTRY AND OFFER THEM A GOOD TIME. WE ALSO OFFER THEM THE CHANCE TO COMPETE IN THESE CONTESTS AND WIN SOME CASH OR OTHER PRIZES.

OUR SECOND GOAL IS TO OFFER SKATEBOARDERS IN THESE SMALLER TOWNS A TEMPORARY SKATEBOARD FACILITY DURING THE COLDEST AND DARKEST MONTHS OF THE YEAR. IT 'S ALSO A TOOL TO SHOW LOCAL POLITICIANS THAT SKATEBOARDING IS ALIVE IN THEIR TOWN AND THAT LOCAL FACILITIES ARE NEEDED.



WHO WON

2014 BOTW INTL WEVELGEM: **PHIL ZWIJSEN**
2014 BOTW INTL PARIS: **BENJAMIN GARCIA**
2014 BOTW INTL EINDHOVEN: **TREVOR CAPPON**
2014 LOCAL HERO + 15Y: SEBASTIAAN HERPOEL
2014 LOCAL HERO - 14Y: KENZO DEWITTE
2013 BOTW CHAMPION SPONSORED: **SIMON DEPREZ**
2013 BOTW CHAMPION +15: TREVOR CAPPON
2013 BOTW CHAMPION -14: JEFF SMITH
2013 BOTW INTL AMSTERDAM: **AXEL CRUYSBERGHS**
2012 BOTW CHAMPION SPONSORED: **FABIAN VERHAEGHE**
2012 BOTW CHAMPION +15: SIMON DEPREZ
2012 BOTW CHAMPION -14: ALONZO GOESSAERT
2011 BOTW CHAMPION SPONSORED: **YOUNESS AMRANI**
2011 BOTW CHAMPION +15: JAFFA GAMON
2011 BOTW CHAMPION -14: ALONZO GOESSAERT
2010 BOTW CHAMPION SPONSORED: **FRIES TAILLIEU**
2010 BOTW CHAMPION +15: MICHEL VERSTRAETE
2010 BOTW CHAMPION -14: ALONZO GOESSAERT
2009 BOTW CHAMPION SPONSORED: **AXEL CRUYSBERGHS**
2009 BOTW CHAMPION +15: TREVOR CAPPON
2008 BOTW CHAMPION SPONSORED: **AXEL CRUYSBERGHS**



LOCATIONS

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BOTW15 NETHERLANDS FEBRUARY 28TH - MARCH 1ST



PIER 15 BREDA



BOTW15 PARIS MARCH 21ST - MARCH 22ND



SKATEPARK DU VAL D'ORGE



CATEGORIES & CONTESTFORMAT

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CATEGORIES

BEST OF THE WEST IS OPEN TO ALL SKATEBOARDERS, ALL AGES, ALL LEVELS. WE TRY TO KEEP IT AS FAIR AS POSSIBLE FOR EVERYBODY SO OUR CONTESTS ARE DIVIDED IN 3 CATEGORIES:

- 14 YEARS AND YOUNGER (YOUNG RIPPERS SKATE FOR FAME AND SKATEBOARDSTUFF)
- 15 YEARS AND OLDER (MORE EXPERIENCED GUYS SKATE FOR FAME AND SKATEBOARDSTUFF)
- ALL AGES OPEN (BRANDSPONSORED SKATERS AND ANYONE ELSE WHO WANTS SKATE FOR HARD CASH)

WE ALLOW MAX 40 RIDERS PER CATEGORY

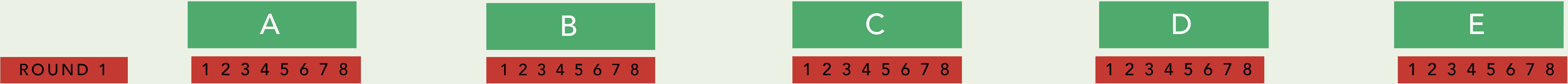
CONTESTFORMAT

THIS YEAR WE SAY GOODBYE TO THE CLASSIC ONE-MINUTE RUN FORMAT. INSTEAD WE HAVE OPTED FOR A TENNISABLE FORMAT WITH 5 MINUTE JAMS.

PARTICIPANTS WILL FEEL MORE COMFORTABLE AND LESS STRESSED WHEN SKATING IN 5 MINUTE JAMS WITH '5 SKATERS AT THE SAME TIME THAN HAVING TO SKATE ALONE IN A SINGLE MINUTE RUN.

NOW THERE IS MORE MARGIN FOR ERROR SO SKATERS CAN TRY MORE DIFFICULT TRICKS. THE TENNISABLE MODEL AND THE MIXING OF THE GROUPS AFTER EVERY ROUND ALLOWS US TO GIVE MAXIMUM OF CHANCES FOR PARTICIPANTS TO REACH THE FINALS.

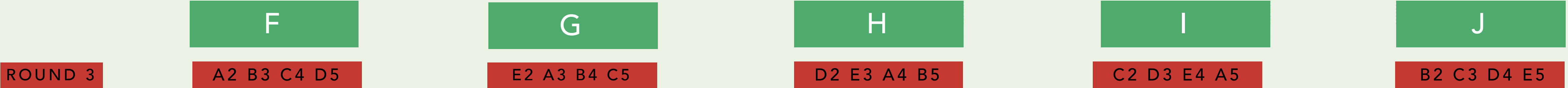
QUALIFICATIONS



- ROUND 1:
- 40 SKATERS DiVIDED IN 5 GROUPS A B C D E
 - A B C D E ARE 5, 5 - MINUTE JAMS WITH 8 SKATERS
 - THE 5 BEST SKATERS OF EVERY GROUP PROCEED TO ROUND 2



- ROUND 2:
- 25 SKATERS DiVIDED IN 5 GROUPS A B C D E
 - A B C D E ARE 5, 5 - MINUTE JAMS WITH 5 SKATERS
 - BEST SKATER PER GROUP ADVANCES STRAIGHT TO SEMIFINALS
 - OTHER 4 SKATERS PER GROUP GET A SECOND CHANCE TO QUALFY IN ROUND 3



- ROUND 3:
- 20 SKATERS FROM ROUND 2 ARE DiVIDED IN 5 NEW GROUPS F G H I J, SO EVERYBODY MEETS NEW OPPONANTS
 - F G H I J ARE 5, 5 - MINUTE JAMS WITH 4 SKATERS
 - BEST SKATER PER GROUP ADVANCES STRAIGHT TO SEMIFINALS

SEMI FINALS

SEMI FINAL 1

K

A1 C1 E1 G1 I1

L

B1 D1 F1 H1 J1

- SEMI FINAL 1:
- 10 SKATERS ARE DIVIDED IN 2 GROUPS K AND L
 - K AND L ARE 2, 5 - MINUTE JAMS WITH 5 SKATERS
 - BEST SKATER PER GROUP ADVANCES STRAIGHT TO FINALS
 - THE OTHER 4 SKATERS PER GROUP GET A SECOND CHANCE TO QUALIFY IN THE SECOND SEMI - FINAL

SEMI FINAL 2

M

K2 L3 K4 L5

N

L2 K3 L4 K5

- SEMI FINAL 2:
- 8 SKATERS FROM SEMI - FINAL 1 ARE DIVIDED IN 2 NEW GROUPS M AND N
 - M AND N ARE 2, 5 -MINUTE-JAMS WITH 4 SKATERS
 - BEST SKATER PER GROUP ADVANCES STRAIGHT TO FINALS
 - THE OTHER 3 SKATERS PER GROUP GET A FINAL CHANCE TO QUALIFY IN THE THIRD SEMI - FINAL

SEMI FINAL 3

O

M2 N2 M3 N3 M4 N4

- SEMI FINAL 3:
- THE LAST 6 SKATERS FROM SEMI - FINAL 2 GET A FINAL CHANCE TO QUALIFY IN GROUP O
 - O IS A 5 MINUTE JAM WITH 6 SKATERS
 - THE BEST SKATER OF THE GROUP PROCEEDS TO THE FINAL

FINALS

FINAL

K1 L1 M1 N1 O1

FINAL:
THE BEST SKATERS OF GROUPS K L M N O SKATE TOGETHER IN A 5 MINUTE JAM
THE BEST SKATER WINS

- ROUND1:
- MAX 40 SKATERS
 - 5 GROUPS OF 8 SKATERS
 - 5 MINUTE JAMS
 - BEST 5 PER GROUP ADVANCE

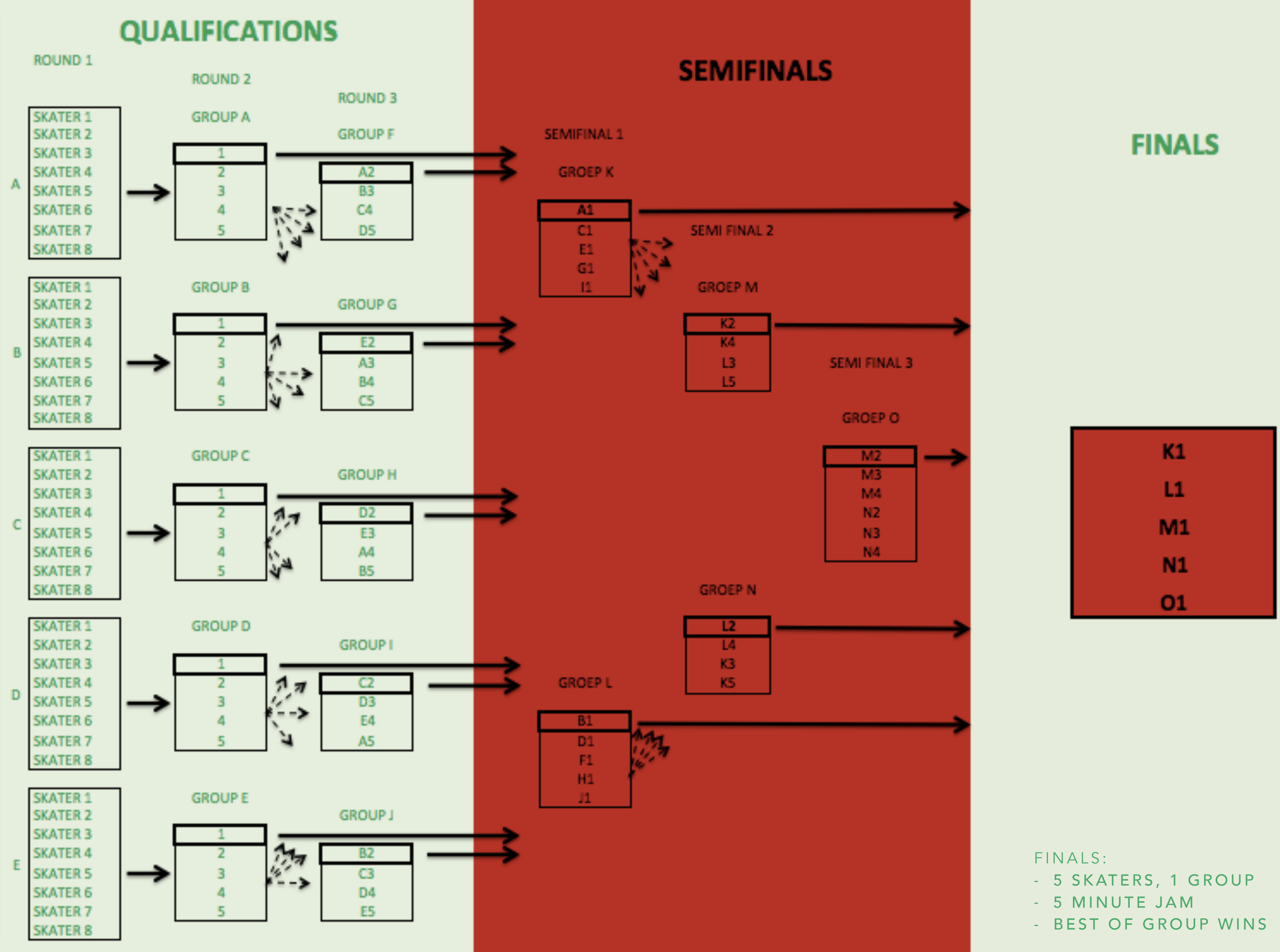
- ROUND2:
- 25 SKATERS, 5 GROUPS OF 5
 - 5 MINUTE JAMS
 - BEST PER GROUP ADVANCES STRAIGHT TO SEMIFINALS
 - OTHER 4 PER GROUP GET A SECOND CHANCE IN ROUND 3

- ROUND3:
- 20 SKATERS 5 GROUPS OF 4
 - 5 MINUTE JAMS
 - BEST PER GROUP ADVANCES TO SEMI FINALS

- SEMIFINAL1:
- 10 SKATERS 2 GROUPS OF 5
 - 5 MINUTE JAMS
 - BEST PER GROUP ADVANCES STRAIGHT TO THE FINAL
 - OTHER 4 PER GROUP GET A SECOND CHANCE IN SEMIFINAL 2

- SEMIFINAL2:
- 8 SKATERS 2 GROUPS OF 4
 - 5 MINUTE JAMS
 - BEST PER GROUP ADVANCES STRAIGHT TO THE FINAL
 - OTHER " PER GROUP GET A LAST CHANCE IN SEMIFINAL 3

- SEMIFINAL3:
- 6 SKATERS, 1 GROUP
 - 5 MINUTE JAM
 - BEST OF GROUP ADVANCE TO THE FINAL



- FINALS:
- 5 SKATERS, 1 GROUP
 - 5 MINUTE JAM
 - BEST OF GROUP WINS

COMMUNICATION

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COMMUNICATION

BEST OF THE WEST HAS GOT A GREAT SOCIAL NETWORK.

BOTW USES TWO CHANNELS: ONE DIRECTLY IN THE CORE OF BELGIAN SKATEBOARDING VIA RAMPAFFAIRZ SKATEPARK AND MORE MAINSTREAM ONE THROUGH ALL LOCAL CITIES' YOUTHCOUNCILS.

THESE ARE THE COMMUNICATION METHODS BOTW USES:

- FLYERS (5000) AND POSTERS (750) SPREADED OVER THE FAR WEST AND ALL BELGIAN SKATESHOPS.
- E-FLYER TO ALL SKATE-RELATED WEBSITES IN BELGIUM AND ALL WEBSITES OF THE CITYCOUNCILS
- FACEBOOK, INSTAGRAM & TWITTER CAMPAIGN WITH WEEKLY UPDATES, INVITES ETC...
- OWN WEBSITE WEBSITE, WWW.BESTOFTHEWEST.BE
- VIMEOPAGE WITH VIDEOREPORTS OF EVERY CONTEST
- TWITTERACCOUNT @BOTWSK8
- INSTAGRAMACCOUNT @BOTWSK8
- REVIEWS ON SKATEBOARDWEBSITES
- ARTICLES IN LOCAL PAPERS
- INTERVIEWS AND REPORTS ON REGIONAL AND NATIONAL TELEVISION (WTV, JIM, TMF)



SPONSORDEALS

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