

The sport is *X-treme Air Dogs*,
as seen on the BI-MRT Northwest Challenge
Outdoor Series and ESPN Outdoor Games.

We have limited dates for 2008.
Don't let this opportunity slip away!



From the desk of Michael Allen
Meadowview Productions Marketing & Events Production Expert

X-TREME AIR DOGS

what is it?



X-Treme Air Dogs has evolved out of love for my own family's four legged kids. Our Labs, Tula and Chip, live to jump and compete with other dogs at regional events. After producing nationally sanctioned Dock-Dog events along the West coast for several years, I decided to start my own competitive series. Our NW Challenge has secured such a strong following, that event registration will generally fill within just two days! We experience standing room only crowds at every venue, with some of the strongest advertising and co-op sponsors in the entire NW region.

why do business with us?

This is fresh, new concept and you will find no better advertising anywhere. We can give you direct access to the hottest sport around. Everyone wants to play. Everyone wants to watch. And the media loves us! We are backed by some of the strongest and most well known sponsors in the region. This event will provide you with the opportunity to co-op market with them and expand your business. Our sport will give more exposure than any other type of advertising you might consider.



Michael Allen

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"There aren't any precise studies showing what sponsorship is worth, but the rule of thumb is that putting \$1,000 behind a sports event will generate the same exposure as \$10,000 in advertising."

Wall Street Journal

what we need

LAND Space requirement is 150 feet x 75 feet
WATER Fire Hydrant to fill 27,000 gallon pool



what we provide

Dog Launch Pad (40x8x6 foot stage and graphics display)

Staging for Officials Tower (12x12x12)

27,000 Gallon Splashpool (20x40)

Full professional sound system

Event announcer

Event music bed / multiple soundtracks

Wireless head set and microphone

Computerized Measuring System

Speed gun



more than just dogs...



Our Northwest Challenge is a series of outdoor festival events that showcase local vendors, food, entertainment and sporting events. Each of our venues is truly "Brand Oregon", a family lifestyle event that provides our participants and spectators with opportunity to experience the adventures of the Great Northwest the way it should be experienced...OUTDOORS!



Events of the series may vary with each geographic location, but may include cycling races sanctioned by OBRA (Oregon Bicycle Racing Association), watersports, motocross, car & truck build-offs, tractor pulls or the ever popular X-Treme Air Dogs!

Any event can be specifically tailored to your community...your customers.

michael allen

Michael started ForestSports, Inc in 1991 after a successful 20-year career coaching baseball (EBAA, High School, Legion). He holds a degree in Exercise & Sports Science and a teaching degree in Physical Education.

Combining his love for sports and a desire to work with people, he began producing sporting events for corporate and television clients, including Johnson & Johnson, Indianapolis Life Insurance Company, Chicago First Bank, ESPN and FOX Television, STIHL Timbersports Series Athletes.

In early 1999, the opportunity to offer Marketing / Advertising and custom signage to corporate event sponsors led Micheal to form a new company. Meadowview Productions, LLC , and Meadowview Sign & Graphics were born. In 2003 the Northwest Challenge Outdoor Series was added to his repertoire as a Meadowview Productions original.

niche experience

Meadowview Productions is a regional leader in marketing, event planning, business and festival promotion. Our rich culmination of experiences with national corporations and world wide events, paired with love for our own dogs and a nationwide following of the sport in general, has led us to the extraordinary marketing vehicle known as X-Treme Air Dogs!

Our diverse collection of experience includes work with ESPN & FOX Television, U of O Warsaw Sports Marketing Center, USA Soccer, Major League Baseball, National Optometrist Convention, Indianapolis Life Insurance Company, Douglas County Speedway, Chicago First Bank, DG Productions, NASCAR, BI-MART, DARI-MART, Budweiser, Cottage Grove Speedway and Junction City Youth Athletic Association, just to name a few.

Currently, Meadowview owns and produces the BI-MART Northwest Challenge Busch Beer Outdoor Series. Listed below are just a few of the other entities that we are proud to work with.



we have worked with the best



The BI-MART Northwest Challenge Busch Beer Outdoor Series

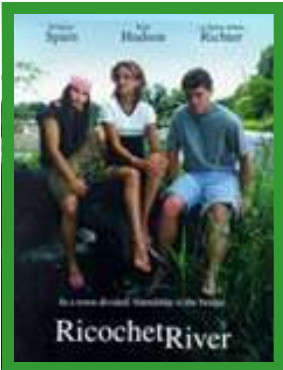


This series is culmination of all events that we have participated in over the past twenty years. They are, by far, the most popular fan events that we have ever produced. X-Treme Air Dogs, Cycling and Motorsport events always draw a fantastic crowd. The series continues to evolve as we move our venues into larger demographic areas throughout the northwest.

BI-MART has been our presenting sponsor for the past 13 years. Their power of advertising is second to none. By cooperatively advertising with them our clients get tagged in the best media spots available.



Working with Budweiser to create the Busch Beer Outdoor series has been an amazing experience. They have driven the Busch Beer Outdoor series for the past five years, providing the Northwest Challenge with a Nationally recognized sponsor and world-class opportunities.



DG Productions, Ricochet River



ForestSports, Inc. was a movie consultant on Kate Hudson's very first movie. We trained the actors and setup scenes for DG Productions. This experience provided us with the opportunity to work for some of the very best actors and producers in the industry, amidst some very challenging locations. One of our first tasks was to acquire two 100-foot spar trees for the "Climax Scene" of the movie. We were charged with having them shipped, set in the ground and made safe by OCEA standards in the middle of a downtown Eugene, OR public park.

Timber Sports

Between 1993 and 1997, Forest Sports, Inc produced LumberJack events. We were the agent and Trainer for World Champion Mel Lentz, as well as other Timbersports Series athletes. This experience lead to an ESPN special on the training of Mel Lentz and corporate entertainment events for clients such as Johnson & Johnson.



2003 Northwest Challenge "Big Air" TM Dock Dogs

In the summer of 2003 Meadowview Productions introduced its subsidiary, Northwest Challenge, and produced its first DockDog national event. Meadowview Productions became the organizer and producer of all DockDog events on the west coast and qualifiers for the ESPN Great Outdoor Games. Over the next three years, Meadowview produced several NW Challenge series events each year in some of the most beautiful venues across the nation! In 2006 Meadowview productions created X-Treme Air dogs and included it as part of our Northwest Challenge Festival Series.

NASCAR

Our Motorsports division produced two successful NASCAR races in 1998 & 1999 and developed an exceptional business relationship with the organization. Through this experience, we learned that the **brand loyalty** of NASCAR and their marketing department is invaluable. It has given us some of the most powerful tools on this planet.

BRAND LOYALTY is more than just a buzz word. It is the hottest thing in marketing today, and provides our team with power to drive the market for each of our clients.



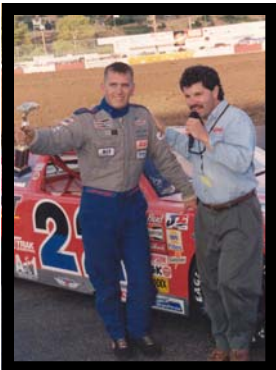


Lane County Fair



Mike offers a quality program and covers every detail before, during and after his event. Because we incorporated his event within the Lane County Fair, logistics of set up and take down are critical to ensuring a smooth operational flow when competing with other events and attractions that are simultaneously setting up and taking down. Our staff resources are extremely thin, and Mike worked out much of the planning and logistics in advance of his event at the Fair to ensure minimal impact on fair staff during and after the Fair.

Carrie Matsushita
Marketing Manager
Lane County Fair



You and your staff have certainly accomplished your goals in the first year of operation and have a bright future. From all reports I receive, the Raybestos brakes Northwest Series event was a success and handled professionally.

Tom Deery
Vice President
Winston Racing series

travel PORTLAND



On behalf of the Portland Oregon Visitors Association, we sincerely thank you and your staff for your support of the recently concluded Executive Airlift. As always, you provided us with a spectacular show. We've had nothing but positive comments from the planners and local industry folks that attended. Again, thank you very much for your assistance and the time you spent on behalf of POVA and the promotion of our area. It was a pleasure working with you and we look forward to the next time.

Brent Dahl
Convention Sales Manager
Portland Visitors Association