



# Ski Classics

THE LONG DISTANCE SKI CHAMPIONSHIPS  
ACROSS EUROPE



# Introduction

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The Ski Classics concept will be launched for the ski season of 2010/2011. Ski Classics is a new concept combining the most traditional long distance cross country skiing events in Europe into a TV product. The series will consist of 6 events where the last one will be the Ski Classics Final, rounding up the season and hosting the season review prize ceremony. The Ski Classics final will 2010/2011 be held in Norefjell, Norway.

The long distance ski races are unique winter events combining professional elite skiers with a huge mass of amateurs skiers through picturesque landscapes around Europe. The TV concept has been developed by IEC in Sports who in 2007 began to distribute the Swedish race, Vasaloppet, outside of Sweden. Vasaloppet has existed for more than 80 years and is steadily growing in popularity. After seeing the TV share for Vasaloppet grow domestically to 73,9% of the Swedish TV viewers in the morning, when the race starts, on the first Sunday in March every year. Seeing Vasaloppet become a TV institution and part of the folklore in Sweden the next step in order to grow further was to internationalize the TV product outside of Sweden to potentially reach new audiences and markets. Since the TV market asks for series of events in order to be able to work with partners and audiences over time, the market was approached to understand the potential to uplift additional long distance cross country skiing events as part of an international TV-product.

As everybody interested in skiing knows, the long distance events still symbolize the strong traditions and classical setting that cross country skiing used to be all about, from a combined mass start where several thousand of skiers break the start line together to the drama of head to head between skiers as the finish line approaches. There is now an additional exciting development within the competition formats as more and more teams are created, adding an extra dimension to the races.

The Ski Classics will introduce different competitions within each race in order to enhance the excitement within the TV product. These competitions are influenced by the professional cycling events and consists elements such as Sprint points, Leader jersey, Best young skier and Best team over the season.

It is a pleasure to be part of the evolution of this new Ski Classics TV concept and to follow the developments in the future. Looking forward to the coming winter season!



# Organization

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Philip Parun	<i>Jizerska Padesatka</i>	
Gloria Trettel	<i>Marcialonga</i>	
Rune Bergsodden	<i>Birkebeinerrennet</i>	
Hans Reicheril	<i>König Ludwig Lauf</i>	

# The Events 2010/2011

Ski Classics is a cross country ski series combining the 6 most classical and prestigious long distance skiing events in the world.

The competition format of the long distance races continue to be the classic A to B mass start events, where several thousand skiers wait patiently at the start, and theoretically any of them can win. The combination of elite and amateur skiers is unique for the Ski Classics events and the races includes not only a fierce fight for first place but it is also a great folk festival for the whole region. Ski Classics gathers the best athletes in exotic and breathtaking locations, hand-picked to be covered by state of the art TV production crews via fixed cameras as well as cameras mounted in helicopters and on snow mobiles. All 6 events utilize the classic skiing technique and are at least 50km long. The six Ski Classics events all have their own unique history and place in the countries folklore, they carry their own traditions, representing the classical history of what cross country skiing is all about.

	<b>9 January 2011</b> Jizerska Padesatka	<b>Ski Classics Event 1</b> Czech Republic	50 km Classic Technique
	<b>30 January 2011</b> Marcialonga	<b>Ski Classics Event 2</b> Italy	70 km Classic Technique
	<b>6 February 2011</b> König Ludwig Lauf	<b>Ski Classics Event 3</b> Germany	50 km Classic Technique
	<b>6 March 2011</b> Vasaloppet	<b>Ski Classics Event 4</b> Sweden	90 km Classic Technique
	<b>19 March 2011</b> Birkebeinerrennet	<b>Ski Classics Event 5</b> Norway	54 km Classic Technique
	<b>2 April 2011</b> Norefjellrennet	<b>Ski Classics Final</b> Norway	65 km Classic Technique





# Event 1 Jizerská Padesatka

The Czech Republics Jizerská 50km race began as a test event for the performance of mountain climbers, when they, in the late 60's, prepared for a difficult mountain climbing expedition. The first race took place on the last Saturday in January 1968 with 52 competitors, who ran along the Jizera Mountains from Bedřichov to Kořenov and back again. In 1970 the participating field included the members of Expedition Peru 1970 who, four months later were buried by a rock slide under Huascarán. The fourth year was then held under the epithet, The Memorial Expedition Peru 70. This proved to enhance the race's popularity, and the number of participants has grown quickly since. The 50km long track of the Jizerská 50 is located in the beautiful Jizera Mountain region, where the start of the race is in the mountain village Bedřichově and passes through the checkpoints Kristiánov, Hraníční, Jizerká before turning back via Smědava and Hřebínek to the finish line in Bedřichově.

## FACTS ABOUT JIZERSKÁ PADESATKA

Sunday, January 9th, 2011  
50 km Classic Technique  
Czech Republic

## START TIME

GMT 08.00

## RECORD NUMBER OF PARTICIPANTS

6 500

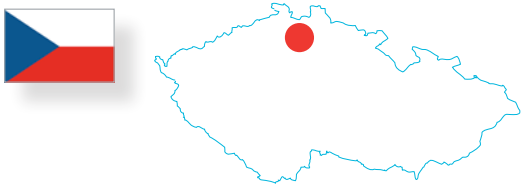
## 2010 RESULTS

### Men

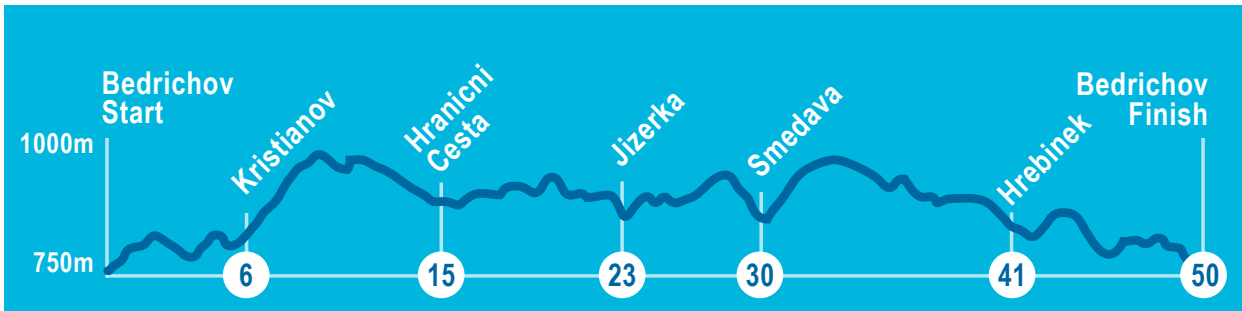
1. Svård Oskar	SWE	02:14:39.6
2. Alsgaard Thomas	NOR	02:14:39.8
3. Řezáč Stanislav	CZE	02:14:40.6

### Women

1. Hansson Sandra	SWE	02:29:25.9
2. Hansson Jenny	SWE	02:36:47.6
3. Nyström Susanne	SWE	02:39:50.3



## JIZERSKÁ PADESATKA



# Event 2 Marcialonga

The Italian Marcialonga is a 70km race arranged annually on the last Sunday in January in the Province of Trento. The idea of the Marcialonga dates back to 1969, and is inspired by the brilliant performance of the Italian Franco Nones in Grenoble Olympic Games the year before, in which he took the gold medal in the Men's 30km. As enthusiasm for cross country skiing mounted, the idea of creating something similar as the Swedish Vasaloppet developed, adding typical Italian warmth, seasoned with lots of imagination to match the exertion of covering such long distances. The first problem was "where" to hold an event of this size and the two valleys of Fiemme and Fassa immediately sprang to mind. The first race was to be held in 1971, open to everyone, was better known for the 50.000 leaflets dropped by an airplane over the valley to publicize it among the inhabitants. In the end the name "Marcialonga", Long March, was chosen. The 70km course starts on the plain of Moena, Val di Fassa, and finishes in Cavalese, Val di Fiemme. After the start the course climbs 20km through the villages of Soraga, Vigo, Pozza, Campitello and Canazei, where competitors then turn around to head downhill to Moena and on towards Predazzo before starting the last part which goes through the villages of Ziano, Panchia, Lago di Tesero, Masi di Cavalese, Casdtello-Molina. After 65km the most famous and hardest part begins, **the Cascata climb**, where the athletes struggle up the serpentine to the finish in the centre of Cavalese.

## FACTS ABOUT MARCIALONGA

Sunday January 30th 2011  
70 km Classic Technique  
Italy

## START TIME

GMT 07.00

## RECORD NUMBER OF PARTICIPANTS

6 900

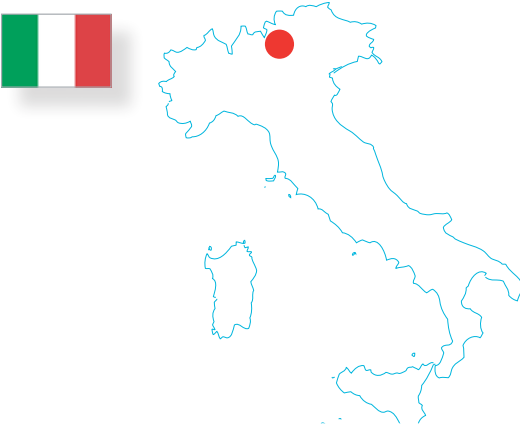
## 2010 RESULTS

### Men

1. Svård Oskar	SWE	03:02:28.0
2. Ahrlin Jerry	SWE	03:02:29.4
3. Aukland Jörgen	NOR	03:02:41.3

### Women

1. Hansson Jenny	SWE	03:32:07.8
2. Hansson Sandra	SWE	03:33:43.5
3. Nyström Susanne	SWE	03:34:01.7



## MARCIALONGA



# Event 3 König Ludwig Lauf

The German König Ludwig Lauf in Oberammergau was founded in 1968 and had 796 competing skiers on 17th March the first time. The distance in the early years of the race was 90km consisting of two rounds of 45km, but was changed in 1984 into one smaller round of 65km before the race distance finally was reduced to 50km. When the Vasaloppet in Sweden gave women the permission to compete in the race in 1980, the König Ludwig Lauf followed this example.

Since 1976 the race is held on the first weekend in February and the 50km course leads trough the areas of Ettal, Graswang and Linderhof before it finishes in the Stadium of Oberammergau. On this course it passes the Castle Linderhof, which was built by the Bavarian King Ludwig II. between 1869 and 1886. During the race the skiers conquer an altitude from 850m to 1003m. 2010 there started participants from 34 different nations all around the world. The region where the König Ludwig Lauf takes place is known as one of the most scenic and attractive landscapes in Germany, the nature reserve "Ammergebirge". Frequently it is described as a paradise for cross-country-skiing and several times honoured by tourism magazines.

## FACTS ABOUT KÖNIG LUDWIG LAUF

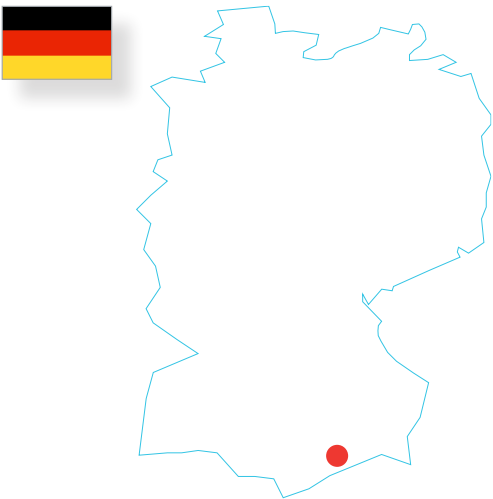
Sunday February 6th 2011  
50 km Classic Technique  
Germany

START TIME  
GMT 08.00

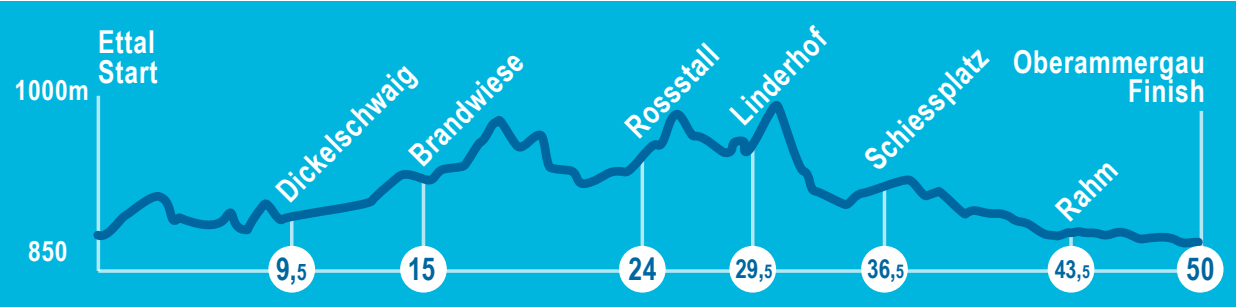
RECORD NUMBER OF PARTICIPANTS  
4 000

## 2010 RESULTS

Men			
1. Anders Aukland	NOR	01.44.13	
2. Joergen Aukland	NOR	01.45.22	
3. John Bjorgaard	NOR	01.45.23	
Women			
1. Suvi Karjaluo	FIN	02.10.12	
2. Martina Stursova	CZE	02.11.44	
3. Ilka Ostermeier	GER	02.20.36	



KÖNIG LUDWIG LAUF



# Event 4 Vasaloppet

The 90km Vasaloppet, the most classical long distance cross-country ski race in the world, is held annually, on the first Sunday in March, in the beautiful and historically important region of Dalarna in Sweden. The race was started in 1922 and is inspired by the run that the future King Gustav Vasa made in 1520 to get away of the invading king of Denmark. Gustav Vasa, fearing for his life and discovery by the Danish troops, spoke to an assembly of men in Mora, aiming to convince them to raise a levy and start a rebellion against king Christian of Denmark. The men did not want to fight for those reasons so on his ski's, Gustav Vasa started to make his way towards Norway, to find refuge there, when two Mora brothers on ski's caught up with him in Sälen. The men in Mora had changed their minds after hearing that the Danish rulers had decided to raise taxes, and they now wanted Gustav to lead the rebellion. On the 6th of June 1523, Gustav Vasa was crowned king of Sweden, having beaten the Danish king Christian. Sweden has been fully independent ever since. Vasaloppet is the oldest, the longest, and also considered the biggest cross-country ski race in the world. In the 80th race, held on 7 March 2004, some 15,500 skiers competed in the main event. The course starts in Sälen where Gustav Vasa was caught by the brothers and passes through beautiful taiga forests, villages, marsh lands and lakes before finishing 90km away in the picturesque city of Mora.

## FACTS ABOUT VASALOPPET

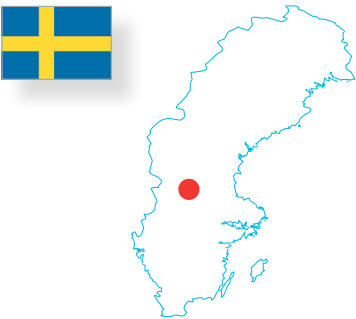
Sunday March 6th 2011  
90 km Classic Technique  
Sweden

START TIME  
GMT 07.00

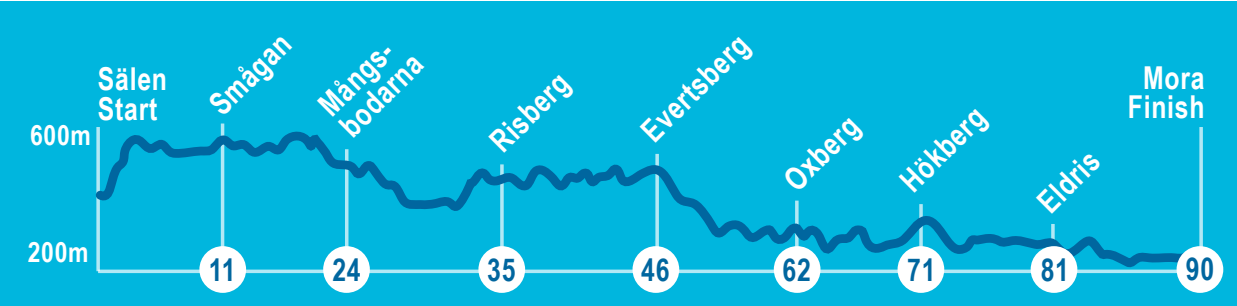
RECORD NUMBER OF PARTICIPANTS  
16 150

## 2010 RESULTS

Men			
1. Jörgen Brink	SWE	04:02:59	
2. Daniel Tynell	SWE	04:02:59	
3. Stanislav Rezac	CZE	04:03:02	
Women			
1. Susanne Nyström	SWE	04:33:07	
2. Sandra Hansson	SWE	04:33:39	
3. Sofia Bleckur	SWE	04:35:59	



VASALOPPET



# Event 5 Birkebeinerrennet

Birkebeinerrennet is Norway's 54km contribution to the FIS Marathon Cup – Ski Classics. The legend has it that there was a civil war in Norway. Faction pitted itself against faction in a fight for the throne. One faction was the birkebeiners. They were the underdogs, often in such dire need that they had nothing but the bark of the birch-trees as foot-wear. The word birkebeiner, birch-leg, has come to mean a man strong in adversity, never daunted by trials and hardship. The birkebeiners had gained ascendancy over great parts of the country, but the rival faction, the baglers, prevailed in the East of Norway. After the birkebeiner chieftain Haakon died on New Years Day in 1204, the baglers saw a dangerous rival pretender in his son Haakon Haakonsson , who was born in 1204, a few weeks after his fathers death. His life was at stake, and the birkebeiners wanted to bring him to safety in Trondheim. On Christmas Day in 1205 the party reached to a small farm in Lillehammer, where they remained hidden over Christmas. They found it too risky to follow the route up the Gudbrandsdal valley, so they cut across the mountains to the neighbouring valley in east, Østerdalen. Due to bad weather and difficult snow conditions the two best skiers, Torstein Skevla and Skjervald Skrukka had to go ahead with the two year old prince. "On this trip they suffered severely from the cold, snow and wind". Behind this succinct account of the saga lies a fear of valour and strength which appeals to skiers of all ages and nations. The 3,5 kilo pack carried by the present day birkebeiners symbolizes the prince, who later became king Haakon. The 54km course transverses over two mountains from the start in Tingstadjordet to the finish line in Lillehammer.

## FACTS ABOUT BIRKEBEINERRENNET

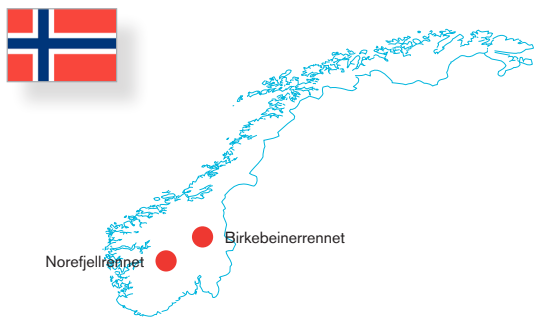
Saturday March 19th 2011  
54 km Classic Technique  
Norway

START TIME  
GMT 07.00

RECORD NUMBER OF PARTICIPANTS  
14 750

## 2010 RESULTS

Men			
1. Aukland, Anders	NOR	02:27:19	
2. Rezac, Stanislav	CZE	02:28:28	
3. Østensen, Simen	NOR	02:29:00	
Women			
1. Hansson, Jenny	SWE	02:57:33	
2. Bjellånes, Karianne	NOR	02:58:41	
3. Confortola, Antonella	ITA	03:05:34	



# Ski Classics Final Norefjellrennet

Norefjellrennet was held for the first time in April 2010. With its location only one and a half hour by car from the capital city of Oslo and its extraordinary high mountain landscape it is set to become a classic. The course will be extended in 2011 to 65km, adding the toughness of the race to the already amount of height meters covered. The Ski classics final will decide the different prizes over the season such as overall best individual and team, best sprinter and best young skier. The Ski Classics final will also set an end to the ski season of 2010/2011 welcoming spring and relieving the skiers after a tough and hectic season.

## FACTS ABOUT NOREFJELLRENNET

Saturday April 2nd 2011  
65+ km Classic Technique  
Norway

START TIME  
GMT 07.00

RECORD NUMBER OF PARTICIPANTS  
1 250

## 2010 RESULTS

Men			
1. Anders Aukland	NOR	02:16:09	
2. Anders Södergren	SWE	02:16:24	
3. Johan Olsson	SWE	02:17:29	
Women			
1. Anita H-Evertsen	NOR	02:58:03	
2. Merethe Braathen	NOR	02:59:17	
3. Ingrid Saupstad	NOR	03:07:22	

# Ski Classics Competitions



## Ski Classics Champion

Is the main prize given to the male and female skiers finishing with the most points each season in Ski Classics. Awards to be handed at the Ski Classics Final.

### Prize Money of Total

- 1. Ski Classics Men: 20% Women: 20%
- 2. Ski Classics Men: 10% Women: 5%
- 3. Ski Classics Men: 5% Women: 2%
- 4. Ski Classics Men: 3%
- 5. Ski Classics Men: 2%

### Place points

- 1. 100 p
- 2. 80 p
- 3. 70 p
- 4. 50 p
- 5. 40 p
- 6. 30 p
- 7. 20 p
- 8. 10 p



## Ski Classics Sprint

Athletes will compete for 2–4 sprints during the Ski Classics. First five athletes over the sprints will get 5, 4, 3, 2, 1 points. Total winner is the athlete with most sprint points after the Ski Classics Final. Sprint points will be included in the overall standing.

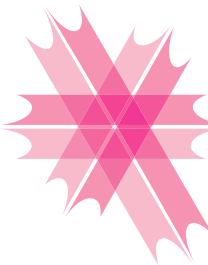
**Prize Money** 10% of Total Prize Money



## Ski Classics Team

The Ski Classics Team prize is determined by adding the top placements from the teams best two male athletes and best female athlete in each event. The total team points combined in all five events will decide Overall best team in Ski Classics.

**Prize Money** 20% of Total Prize Money



## Ski Classics Youth

It is given to the best male and female skier aged 25 or under in Ski Classics overall.

**Prize Money** 3% of Total Prize Money





## Live International TV Product

Consumers of world class skiing are offered a unique opportunity to follow all the action from the most prestigious and respected marathon ski races live on TV. Presented as an early breakfast product all races start before any other live event begins in the weekends and the concept and TV production is unique and not seen at any other ski-cup. Not even at the Cross-Country Ski World Cup nor in the FIS Alpine World Cup can the tour present such a high quality and complex live TV production as at the races in the Ski

Classics. All five races have a full scale live TV production and the exciting winter drama is captured via helicopters, snowmobiles and fixed cameras all the way from the starting point to the finish line. To enhance the excitement of any race included in this package a combined graphical platform is developed for the associated races in the Ski Classics. Overall 3 - 5 hours of state of the art TV production are available from each Ski Classics cross-country ski race.



### International TV product

- Full duration Live TV
- Sunday morning breakfast product, start time GMT 07.00
- Combined international graphical platform for all 6 events
- 1 Technical Advisor for all events
- Helicopter and snowmobile pictures
- Feed on Pan European satellite
- English commentary available on request
- Live split times, standings and results
- Kilometer markings visual for TV audience
- Common guideline for all 6 races create a similar TV experience from the Ski Classics series.

### Formats

- Live
- News 3 minutes per race
- 26 minute highlight show from each race, 6 in total
- 1 x 52 minutes annual highlight from Ski Classics 2010

### Commercial opportunities for Ski Classics

There are several possibilities for partners to be associated or enhance internal or external brand values in the Ski Classics. Being a partner to the series gives the opportunity to connect a brand to some of the most respectful sport events in the European winter. The media coverage for 2010/2011 presented on next page will provide the partners with strong exposure opportunities.

### Example of commercial opportunities:

- International media naming rights  
"Ski Classics 2010/2011 presented by..."
- Branding in International graphics
- Tailor made sponsor and hospitality packages
- On site events
- Branding on standing results etc.
- On-air Billboards and break bumpers
- Betting partners
- Internet web streaming
- Commercial spots on official homepage
- Partner logo on athletes

\* Partner logo on green/yellow competition jerseys



