



TERRY ADAMS BMX

General Proposal

Terry Adams – Professional BMX Athlete



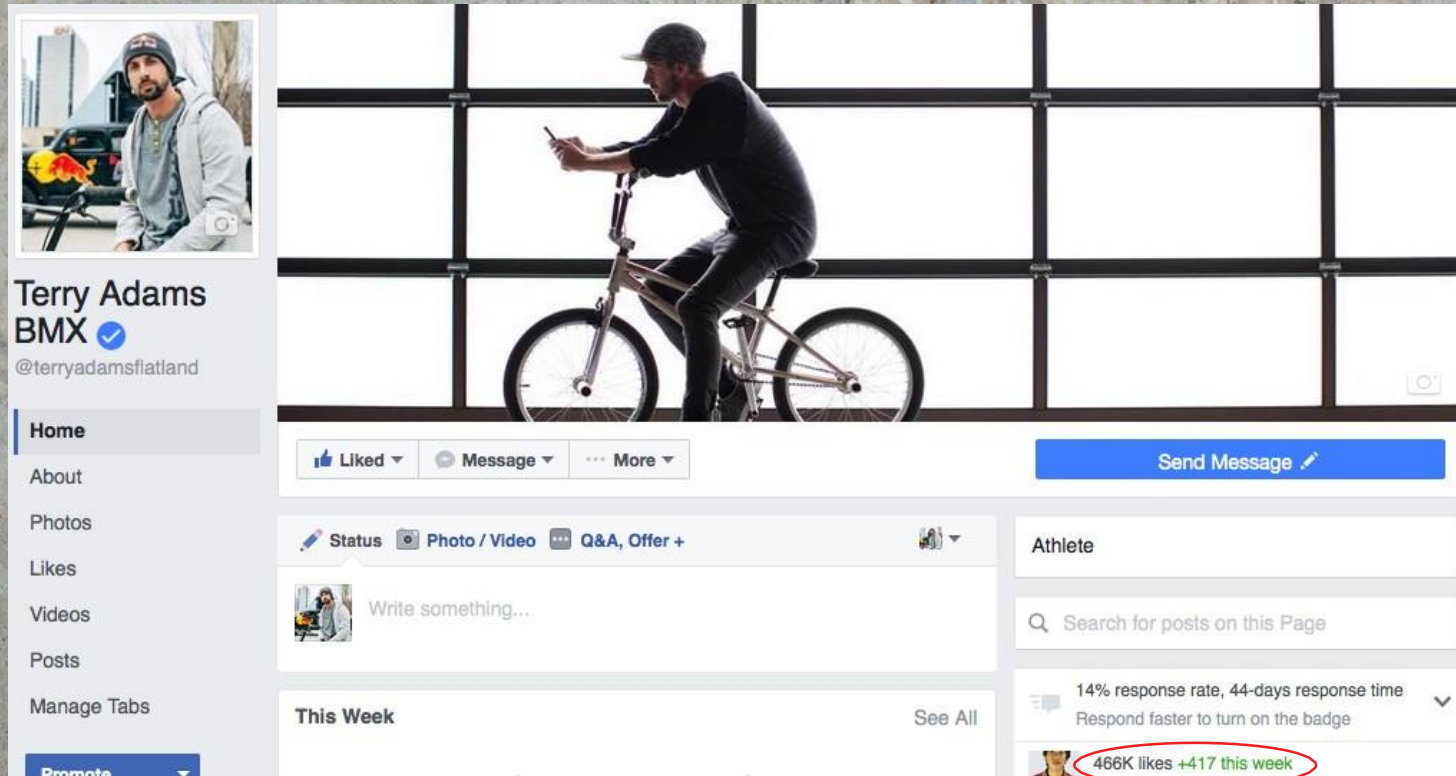
With each of my partners, I am not only passionately dedicated but give 100% effort in making sure to represent each company authentically in the most organic form of marketing – social media. I believe in each brand's vision to help support action sports athletes live their dreams while being supported by these remarkable brands that truly help them stay focused, healthy, and energized in their training, competitions and daily life.

As one of the most visible riders in the sport of BMX and with the help of my partners, I have been able to help spread the word of our sport over the entire world. I have built my career on being different from other riders by truly identify with the unique aspects of each brand. Thanks to these relationships over many years, I have introduced hundreds of thousands of new people to my partners, Red Bull, LifeProof, TigerBalm, and 360fly, through live demonstrations, contests, social media, and various other media outlets. My goal is to continue to grow my social media following through a continued relationship with these brands and new relationships by creating compelling new content, concepts, and ways to help the sport grow.

As I seek out new partnerships and continue to develop my existing ones, I would like to recap some of the things I have done over the last two years. I am beyond excited to continue my relationships with my existing partners and look forward to all the upcoming events, new partnerships, and dream projects!

Terry Adams

Social Media Following



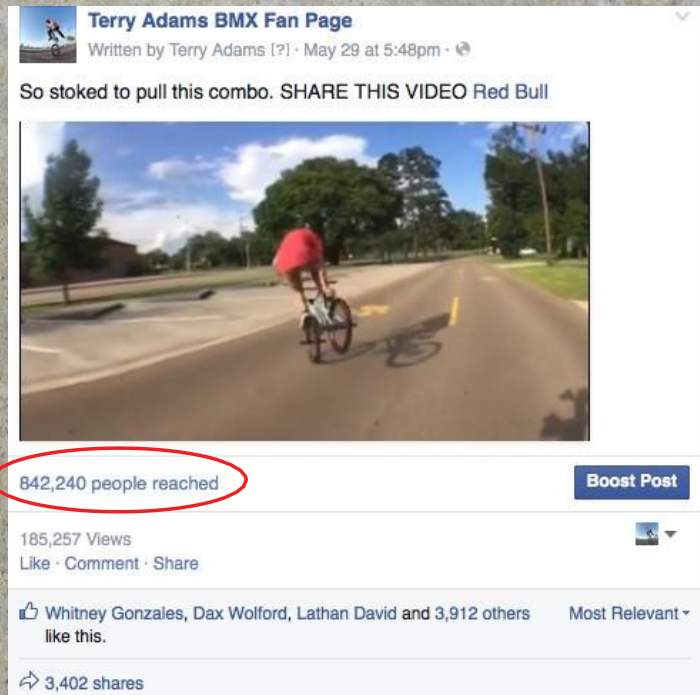
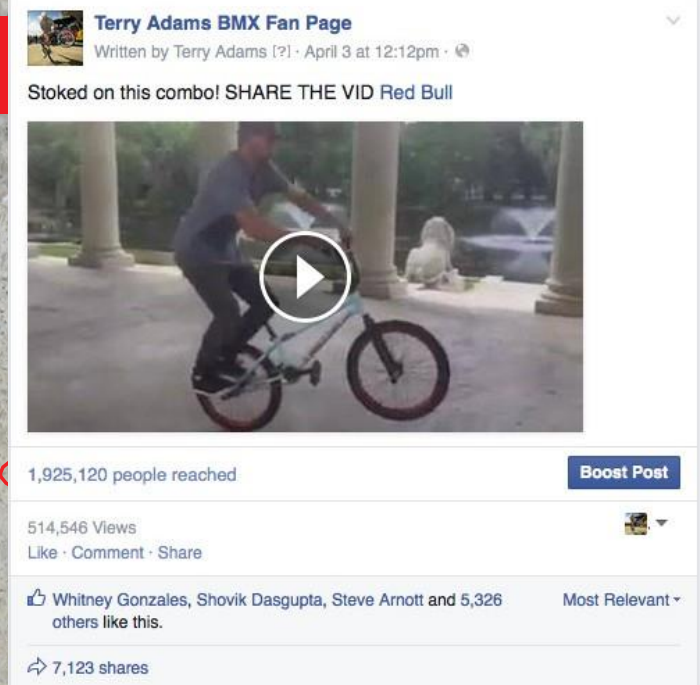
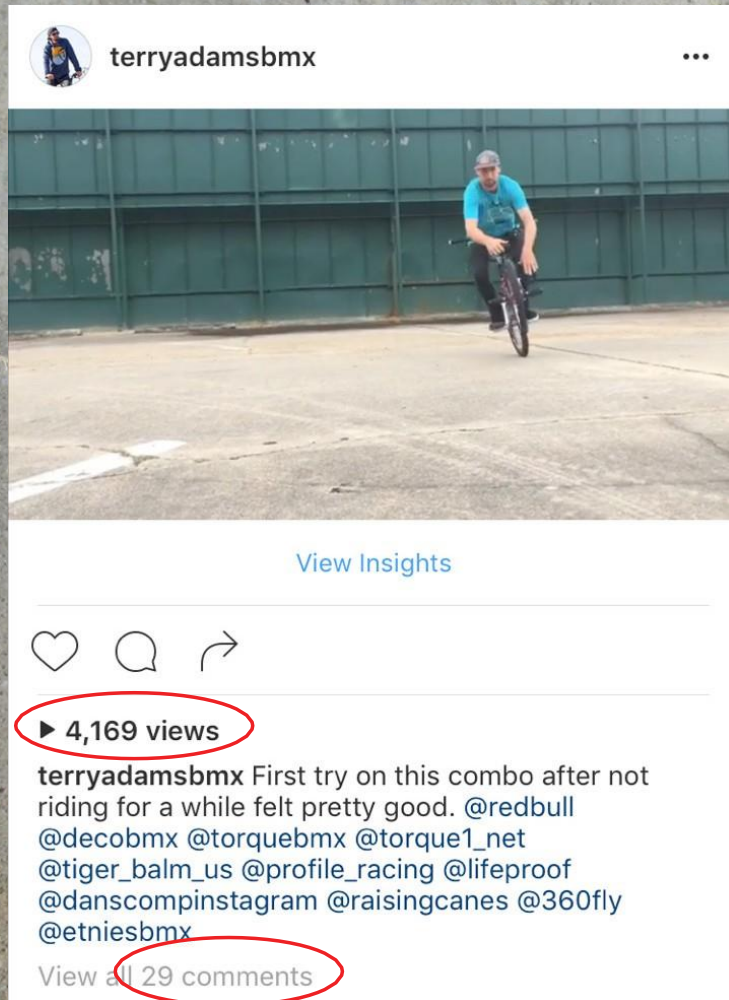
Facebook: 466,000
Instagram 65,000
Twitter: 14,300

***TOTAL: 545,300+
And Growing!***



Social Media Engagement

- Integrated, organic, and direct promotional posts
- Authentic engagement
- Fan interaction
- Large reach across multiple platforms



Live Appearances, Contests & Demos

Each year I take dozens of trips all around the world to do what I do best...promote the brands that support me through demos, competitions, and appearances. The more I travel, the more exposure my sponsors get. I travel extensively for Red Bull and they have greatly benefitted from my various appearances around the world. With my partners with Red Bull, LifeProof, Tiger Balm, and 360fly, I have demo plans in place over the next couple of years that give me the opportunity to promote all of my partner brands around the world! A recent example was being on the 2016 X Games grounds for LifeProof this year doing three demos per day and while simultaneously promoting my other partners. I had the opportunity to participate in Bikes Over Baghdad this year which I toured Military Posts in the Middle East with some of the world's best BMX riders to perform for our troops.



Travel Schedule

2015 Travel Schedule

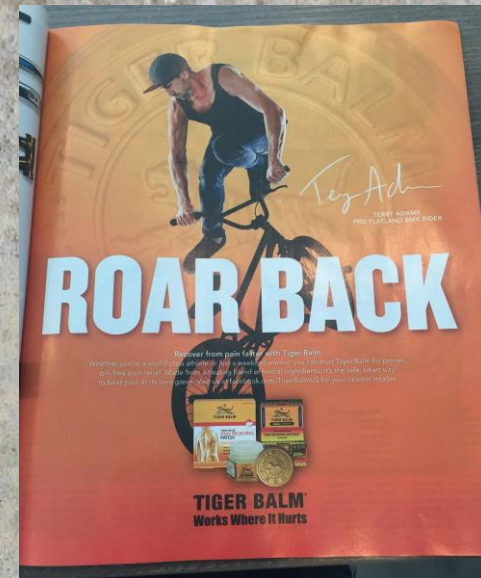
- February 11-13: Demo and video shoot in Chicago, IL
- February 28: Raising Canes demo at LSU in Baton Rouge, LA
- March 4-9: Demos and TV appearances in Mexico City
- March 19-22: Demos and filming for Deco BMX in Phoenix, AZ
- April 10-13: Demos in Austin, TX for Moto GP
- April 17-18: Demos in St. Louis, MO
- April 24: Demos in Athens, GA
- April 25: Trans Jam contest in Athens, GA (1st place)
- May 5-13: Bike Days contest in Switzerland
- July 25: Organizer and judge of biggest contest in USA (The Voodoo Jam)
- May 16th: Demo in Orlando, FL
- May 20-24: Filming for Profile BMX in Tampa, FL
- June 6: Demo at Wal-Mart in Louisiana
- July 3-4: Shows at military base in Chicago, IL
- August 6-9: Demos at Moto GP in Indianapolis, IN
- September 4-5: Red Bull demos in Beaumont, TX
- September 24-28: College tour in Denver, CO
- September 15-16: LifeProof demo in San Diego, CA
- September 24-28: Demos in Denver, CO
- October 21-22: Red Bull demos in Kentucky
- November 9-12: Red Bull athlete summit Orlando, FL

2016 Travel Schedule

- January 18-19: Red Bull demos in Orlando, FL
 - February 5-8: LifeProof photo shoot Nashville, TN
 - February 16-19: LifeProof production shoot New Orleans, LA
 - March 21-28: Photo and video shoot in Antigua Island
 - April 6-8: Press conference and demo in Edmonton, Canada
 - May 7-8: Red Bull world run in Sunrise, FL
 - May 20: Photo shoot for Red Bull Dallas, TX
 - May 29: Red Bull demo in New Orleans, LA
 - June 1-5: Demos at X Games in Austin, TX
 - July 1: Freestyle in Heerlen contest in Netherlands
 - July 2-3: BMX Cologne contest in Germany
 - July 9-10: Nass BMX Worlds contest in Bristol, England
 - September 22: Red Bull at Manning in New Orleans
 - September 26-28: Red Bull appearance for Sony in Chicago
 - October 13-27: Demos in Middle East performing for US Military
 - November 9-12: Shows in Time Square New York for LifeProof
 - November 16-19: Red Bull video shoot in Tampa, FL
- * Plus More TBA...



Media Exposure



Testimonials



"Working with Terry was a great experience. He is everything you want to have in a sponsored rider. Being a great bike rider is not enough. You need to have all the attributes of someone you would look up to, want to hang out with and aspire to be like. Terry was not too cool to do the things some athletes take for granted. He was proud and vocal about the brand, and worked very, very hard. Terry was never one to rest on his talent, and is probably one of the hardest working riders in BMX. He truly gives something back to the BMX community, and every brand he gets to ride for."

-Jim Bauer, Art Director (Former Team Manager) Odyssey BMX

"Quite simply, Terry took Flatland to a new level back then and he has continued to define the boundaries of what riders can achieve with a BMX bike since then."

-redbull.com

"Action sports athletes aren't the most proactive or responsible as a rule but that's where Terry Adams, professional flatland freestyler differs. Terry is a very driven self starter that understands the value of his visibility and the responsibility he carries when aligned with a brand, which you can see in his unparalleled work ethic, professional and consistent social media to even the running his own flatland contest. Terry "is" the 1%, and I feel an amazing representative for any brand."

-John Povah, etnies BMX Marketing Manager

"I've worked with countless athletes during my 15 years in marketing and Terry continues to be the gold standard example. He has a great attitude, understands professionalism, is adaptable to the business need, and over delivers on his contracted tasks. Terry has made an impact on our business & gained fans through our organization."

-Alex Dunstan, LifeProof Marketing Manager

"Supporting what Terry does on and off a bike is really easy to do. His athletic ability never stops to amaze me on and off his bike. Also the drive he has is always focused and detailed which makes him stand out and excel above the rest. Honored to have him as a friend but also a representative for DecoBMX"

-Chad DeGroot Owner/President DecoBMX

Terry Adams

I have been fortunate to build a plethora of long lasting partnerships, including a 15 year partnership with Red Bull. I am committed to building long term relationships like this with all of my partners. My goal is to further my involvement with each brand and continue to build on our existing relationship while creating new partnerships. The action sports industry is a difficult one to navigate, and understand the struggles involved in marketing within the niches. I know first hand because my career is built around overcoming these obstacles and working hard to differentiate myself from the rest. No one promotes their sponsors and themselves the way I do. I am dedicated, organized, and professional, and know how to make powerful impressions with my fans, followers, and companies. I understand marketing from an athlete perspective, which is why I have been able to sustain my career. I treat every endorsement as a job I love, and hope to create future opportunities. I am beyond excited to move forward and can't wait for 2017! Let's make dreams become reality together!

Terry Adams



TERRY ADAMS

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