

# CRANKWORX

2021

## Public Brand Usage Guidelines

### Introduction

Crankworx is the ultimate experience in mountain biking. And at the heart of every Crankworx festival is a community of mountain bikers, fans and businesses who support what we do. As such, Crankworx becomes a part of the locations it calls home, and the locations become a part of Crankworx.

We love when the community rallies around Crankworx. Additionally, businesses that support our festivals financially through sponsorship fuel everything we do. In exchange for their support, they become an official part of Crankworx,

earning them a degree of exclusivity in terms of the use of our brand.

We love and appreciate the excitement the community feels around Crankworx, and understand the festival provides many great opportunities to connect with the Crankworx audience.

To keep things fair for our valued sponsors, it's important to have clear rules around the use of the Crankworx brand.

# The Crankworx Brand

The Crankworx brand has been built over many years, first in its home in Whistler, and now in many corners of the world. As the festivals have grown, the brand has grown with it. Crankworx is now a global household name in the realms of mountain biking, extreme sports, and beyond.

The Crankworx brand is a valuable piece of intellectual property protected by trademark.

What are the key pieces of this intellectual property? These include:

- » The name “Crankworx”
- » Its colours, logos, slogans and visual representations
- » Crankworx’ subset brands
  - » Crankworx World Tour
  - » King and Queen of Crankworx
  - » Crankworx FMBA Slopestyle World Championship (SWC)
  - » Kidsworx
  - » CWNEXT
  - » Deep Summer
  - » Dirt Diaries

All the elements listed have come to stand for elite riding, and the unique community that comes together around it. Through our brand, we tell our story through clear and consistent messaging and visuals around the world.

## Sponsor Exclusivity

Sponsors are granted the right to use the Crankworx brand. We call this sponsor exclusivity, which means as sponsors they have exclusive rights to certain things, including promotional use of our brand, logo and messaging.

Are there ways outside of this the community can rally around Crankworx? Absolutely! The guidelines laid out here are meant to clarify ways to amplify the excitement that comes with Crankworx, without giving the impression that the offering is an official part of the festival.

# Public Brand Usage Guidelines

These guidelines were created to help key public stakeholders who want to share some excitement around Crankworx, and who are not sponsors of the festival.

This includes:

- » Festival exhibitors
- » Local businesses

## Promotional vs. Editorial Content

A key difference to help understand where the boundary lies, when it comes to use of the Crankworx brand and assets, is editorial content vs. promotional content.

**Editorial content** is factual and informative, with a primary purpose to share information and promote Crankworx, rather than to persuade anyone to take action toward a business.

**Example (social post by exhibitor):** It's the first day of Crankworx, and we couldn't be more excited! We hope to see you this week – come visit our booth in the expo zone!

**Why this works:** this post is in direct promotion of Crankworx. While there is a call-to-action, it's around promoting the business' inclusion in the expo, which is permitted.

**Promotional content** is created to assist your business or organization. It may be persuasive and may include a call-to-action.

**Example (ad in local newspaper):** We're having a Crankworx sale! Come by for 20% off all mountain bike gear this week.

**Why this doesn't work:** Using the name Crankworx in this sale post implies this business is an official partner of Crankworx, which infringes upon sponsors' exclusive rights to use the Crankworx brand in promotional content. The primary purpose of this ad is not to promote Crankworx, but to promote the business' sale.

**Alternative example that does work:** To welcome the world to Rotorua, we're having a sale! Come by for 20% off all mountain bike gear this week.

**Why this works:** Without using the word Crankworx (which implies a level of partnership), this business has alluded to the excitement that's coming, and is sharing a special deal with the community to celebrate.

## **Do's and Don'ts**

In a world of so many different types of media, the line between promotional and editorial is not always clear. The editorial and promotional examples listed are a start, but to help further distinguish what types of content is allowed around Crankworx, here are some do's and don'ts to guide your content creation.

# Exhibitors

Exhibitors are a key part of bringing the festival and the community together. Setting up shop at a Crankworx festival gives exhibitors the opportunity to capture the attention of festival-goers in a unique way. There are lots of ways as an exhibitor to share your excitement around Crankworx!

## Do

1. Welcome the world to [festival location] through social posts, ensuring these link/direct users to Crankworx.com for more info. Here are some channel-specific details:
  - » Instagram feed/Instagram Reels/Facebook: you can use the word Crankworx in your post caption, but if you're using a design program to create social posts (like Canva) do not use the word Crankworx on your graphic.
  - » Instagram stories: Because of the nature of stories, it's ok to write the word Crankworx over your images/videos.
2. Welcome the world to [festival location], through print media (ads, posters, etc.).
3. Get amongst the action onsite and share your stoke on social.
4. Use your own mountain bike and/or your own Crankworx photos to accompany any posts.
5. Encourage ticket holders to stop by your booth in the expo.
6. Share a listing to the activations you'll have at your booth.
7. Share special deals or sales you'll have at your booth.
8. Encourage customers in your store to visit your expo booth at the festival site.
9. This can be done through printed material distributed/on display in store, as long as it's in direct promotion of Crankworx (e.g. Visit our expo booth in the Crankworx Rotorua expo! Festival details: Crankworx.com).

## Don't

1. Use the Crankworx name in an off-site location to proactively promote any in-store or online events, activations, contesting, parties, and promotions which are held outside of the Crankworx festival venue.
2. Say that you're hosting a "Crankworx Sale/Giveaway" (see #7 above – you can host a sale, but the wording must not imply it's an official Crankworx sale/giveaway – see #5 below for another suggestion).
3. Use the Crankworx logo on any print or digital content.
4. Reproduce, copy or use any official images that are the property of Crankworx.
5. Call something an "Official Crankworx" product. You can say: "To welcome the world to [festival location], we are providing a special..."
6. Use Crankworx wording or slogans from its website, social posts, etc.
7. Encourage people to gather outside the Crankworx event site during festival hours and/or official festival events.

# Local Businesses

Local businesses make up the community, and when Crankworx brings the world to town for its festivals, the world spills out into the community. We love to see our event supported in our festival homes, while ensuring sponsor exclusivity is protected. Here are some ways to share your excitement when Crankworx comes to town:

## Do

1. Welcome the world to [festival location], through social posts, ensuring these link/direct users to Crankworx.com for more info. Here are some channel-specific details:
  - » Instagram feed/Instagram Reels/Facebook: you can use the word Crankworx in your post caption, but if you're using a design program to create social posts (like Canva) do not use the word Crankworx on your graphic.
  - » Instagram stories: Because of the nature of stories, it's ok to write the word Crankworx over your images/videos.
2. Welcome the world to [festival location], through print media (ads, posters, etc.).
3. Get amongst the action onsite and share your stoke on social.
4. Use your own mountain bike and/or your own Crankworx photos to accompany any posts.
5. Give away tickets to your patrons using wording such as “[Business name] is excited to welcome to world to [festival location] – we've got two Crankworx festival passes to give away to some lucky customers...”

## Don't

1. Use the Crankworx name to proactively promote any in-store, online or community events, activations, contesting, parties or promotions.
2. Say that you're hosting a “Crankworx Sale” or offer a discount to encourage ticket holders to come to your business (the wording must not imply an official Crankworx affiliation with the festival – see #5 below for another suggestion).
3. Use the Crankworx logo on any print or digital content.
4. Reproduce, copy or use any official images that are the property of Crankworx.
5. Call something an “Official Crankworx” product. You can say “To welcome the world to [festival location], we are providing a special...”
6. Don't use Crankworx wording or slogans from its website, social posts, etc.

# Contact Us

We've done our best here to clarify some things that are not always clear. If you have any questions about your activation or content you're hoping to put out there, we're happy to chat to ensure it meets the guidelines, and suggest alternative ideas if it does not.

Expo Managers for each festival are listed here. They can point you in the right direction!

<https://www.crankworx.com/contact/>