



4 Day Total Attendance
60K+ FANS



Increase Over Last Year
+10%



3-Day Super Fan | VIP & Superfan Saturday
SOLD OUT



Livestream Views
2 MILLION

9.3 BILLION



5.8 million
Unique TV Viewers



Earned Media Impressions

6.8 million

Impressions/Views Across All Social



6,474 CARS VISITED VENTURA HARBOR

Featured a drone show with 500 drones, showcasing Channel Islands National Park and the harbor



10,755 WATER BOTTLES
SAVED by the use of hydration stations



81 LBS OF TRASH
picked up off beach between C-St and the Pier



9,000 MEALS DONATED
to LOCAL Ventura residents in need (11,000 lbs of food!)



12 STUDENTS
involved in the creation of a ramp used at 3 community events, including X Games



METROLINK RIDERSHIP

Saturday



Sunday



0 100 200 300

Popular Stations

2023

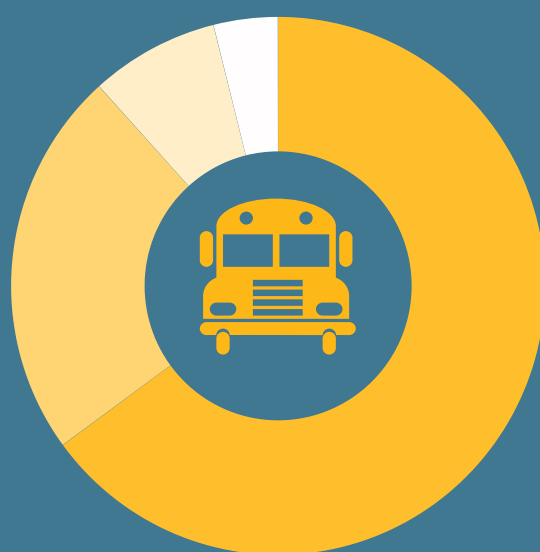
2024

Union Station on Saturday

Simi Valley on Sunday

18,000 + SHUTTLE RIDERS

- State Beach
- Pacific View Mall
- De Anza
- Oxnard



1,400+ BIKES CHECKED

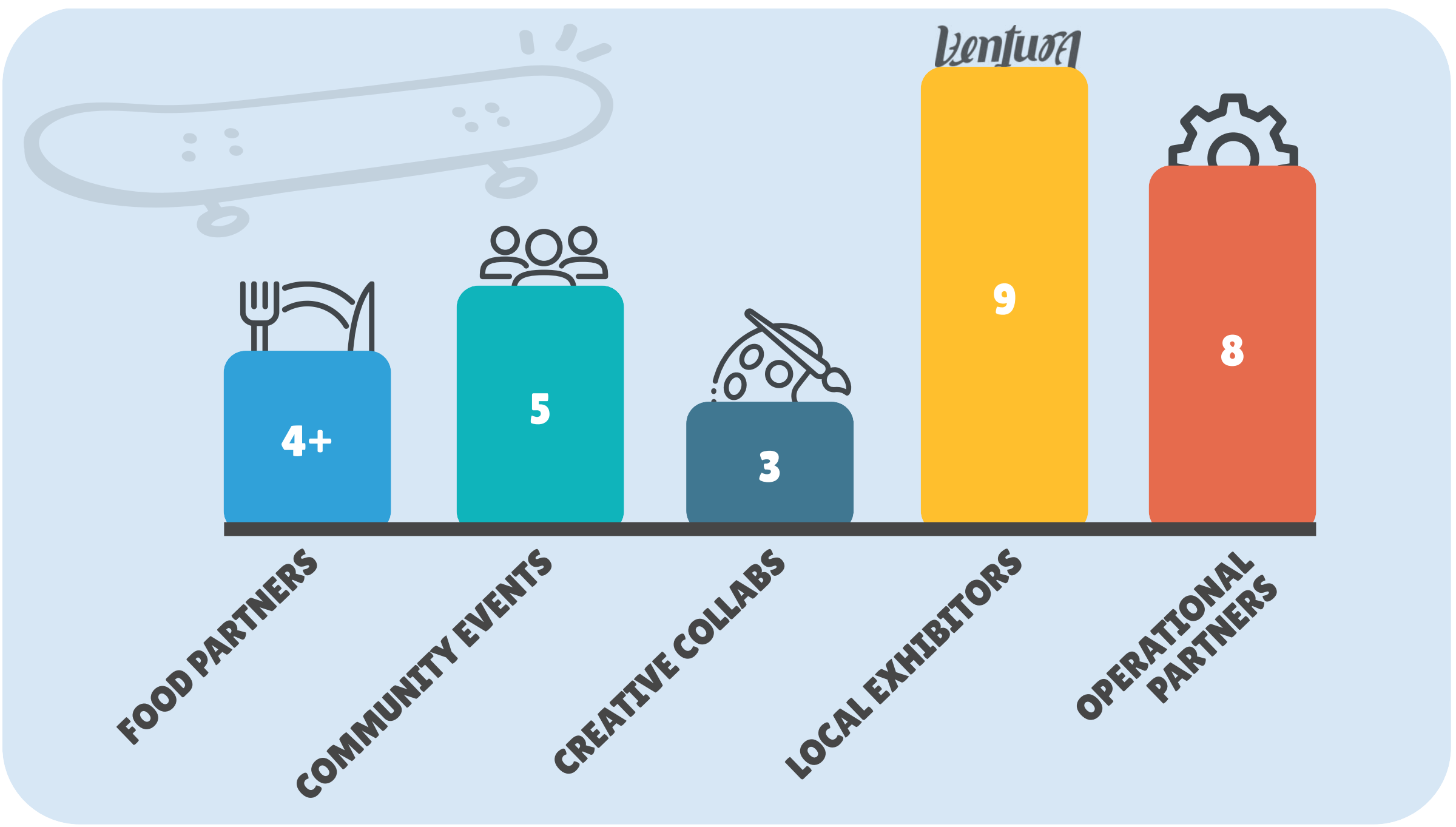
and

OVER 500 SKATEBOARDS





LOCAL INVOLVEMENT BY CATEGORY



FOOD PARTNERS

- SPENCER MAKENZIE'S
- HAPPY PLACE EATERY
- ROCKET FIZZ
- 20+ INCLUDED SPECTATOR GUIDE



LOCAL EVENTS

- SURFRIDER (CLEAN-UP)
- VENTURA LAND TRUST (CLEAN UP)
- ALL KIDS BIKE (DONATION)
- SKATE JAM
- CHUMASH BLESSING

CREATIVE COLLABS

- BETH O'ROURKE & 6 LOCALLY DESIGNED SKATE DECKS FEATURED INSIDE CLUB95
- RAMP ART CREATED BY BUENA HIGH SCHOOL STUDENTS
- 4 SHADOW BOXES PAINTED BY LOCAL ARTISTS



OPERATIONAL PARTNERS

- MY PR GIRLS (MARKETING)
- I AM THE PHOENIX (PRODUCTION)
- MITEC SOLUTIONS (INTERNET)
- MARY OSBORNE (HOSPITALITY)
- DIRT USED FOR A LOCAL PROJECT
- LOCAL TRAFFIC CONTROL EQUIPMENT
- BIKE VALET BY BIKE VENTURA
- SKATE CHECK BY REVOLUTION

LOCAL EXHIBITORS

- SALT RANCH
- SAN BUENAVENTURA STATE BEACH
- SURF RODEO
- VENTURA HARBOR & PORTSIDE
- VETERANS OF VENTURA COUNTY
- LOCAL GIRL SCOUTS CHAPTER
- METROLINK
- BLACKHOLE SKATESHOP
- CSUCI



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Scan the QR code to watch the X Games recap video...

