

WHAT IS THE "CRIB"?

- HIGH ALTITUDE TRAINING DESTINATION PROGRAM STARTED IN 2011 - ORIGINALLY JUST OPEN A FEW MONTHS OUT OF THE YEAR
 - O GOAL IS TO WORK WITH ATHLETES TO PROVIDE 3RD PARTY ENDORSEMENTS TO THEIR AUDIENCES AND TO MEDIA REGARDING THE VALIDITY OF HIGH ALTITUDE TRAINING IN MAMMOTH LAKES
- USED A RENTAL CONDO UNTIL 2018, WHEN MLT BOARD
 APPROVED THE PURCHASE OF A CONDO FOR THE
 ORGANIZATION FOR A YEAR-ROUND PROGRAM

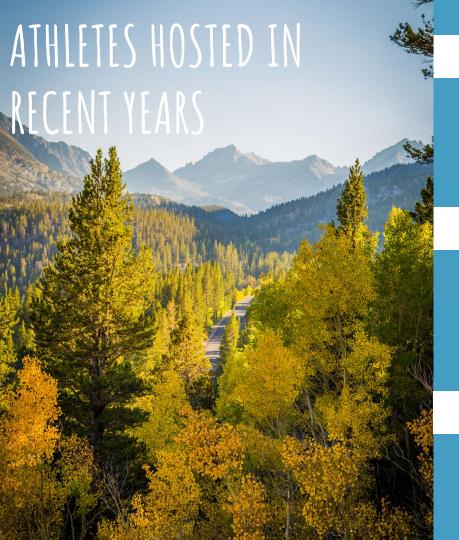


CRIB COVERAGE HIGHLIGHTS OVER THE YEARS









ATHLETES HOSTED

18 ATHLETES HOSTED

16 ATHLETES HOSTED

CONTENT CREATION FROM MLT & FROM OUR ATHLETES

Total Impressions 1,425,700 **Total Interactions** 998 **Total Views** 146,090 Total Avg. Engagement % 3.08% Required Hashtags #visitmammoth, #mammothcrib, #snowcreekac

Total Influencers

Total Posts

88

Included Platforms

Instagram

By Chris Riekert

I've been in Mammoth for over a week now. For endurance athletes it's a strange thing to be here. The gains you make while training can be big... but the performances you have while you're here always feel so underwhelming. It's hard to be patient sometimes, to trust the plan. To abide by the program and see what comes out the other side. I'm looking forward to seeing the results, @mammothcrib @visitmammoth @snowcreekac @rapha_n_america - Pro Team Lightweight Jersey / Pro Team Training Short #mammothlakes #visitmammoth #altitudetraining #sleephightrainlow #rapha #tomsplace #rockcreeklake #baaw

Most Engaged Post



(i) @chrisriekert

Engagement: 4.38% Posted: Jul 29, 2021 Impressions: 16,200 Interactions: 710



- SOCIAL COVERAGE
- VIDEO CONTENT/BLOG CONTENT
- CRIB PLAYLIST ON YOUTUBE
- DES LINDEN VIDEO GOLD STANDARD









THE PATH FORWARD FOR 2022

- REBUILD ATHLETE VISITS
 - O REGAIN MOMENTUM OF 2019
- CONTINUED WORK WITH MTC
- INTEGRATION OF CRIB CHANNELS INTO VISIT MAMMOTH CHANNELS
- REVAMP CONTENT CREATION AND SOCIAL TAKEOVERS
 - SECURE A STEADY VIDEOGRAPHER
- GROW BRAND AND INFLUENCER CONNECTIONS

