

DESTROY LAB.
Presents

WINDELLS

IN YOUR PARK



destoylab.com



windells.com



DESTROY TERRAIN PARKS IS PROUD TO PRESENT WINDELLS IN YOUR PARK

Destoy Terrain Parks is proud to present Windells In Your Park! Destoy's long history of well built and well planned terrain parks combined with Windells legendary marketing and coaching programs bring you the world's first turn key terrain park franchise.

Our program includes park construction, training and marketing covering all the bases needed to have a safe, well planned, profitable park franchise.



MARKETING



Co-Branding

A huge advantage of the Windells In Your Park franchise is access to Windells world wide exposure and social media in the freestyle community. By joining the Windells In Your Park franchise your resort logo will be incorporated on one of the rail features and banners in the Windells summer camp.

The rail feature or banner in the summer will be used weekly in marketing and social media. To also help boost pre-season and season pass sales your feature or banner will be included in the summer camps video edits to keep your riding community engaged year round.

Social Media

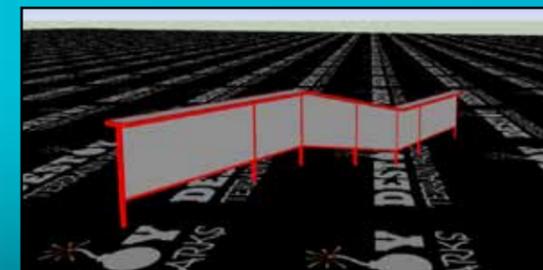
Destoy's years of experience building and designing world class parks combined with our connection to the riding community gives us a unique understanding of the best park design the mountain can offer based on what the resort and riders want. With this understanding we can help bridge the gap between your resort and riders providing support for a positive riding community and a solid following in social media.

Events The Windells In Your Park franchise will provide support in promoting events held in your park and market them through both the Windells and Destoy social media outlets. The Windells In Your Park Franchise will include merchandise for you to offer as prizes for resort events.

Custom Feature

As part of the franchise package we will take a popular rail setup from our Windells summer park and build it in your resorts terrain park.

This will give your riding community a chance to ride the feature they have been watching the Pros in Windells ride all summer long.

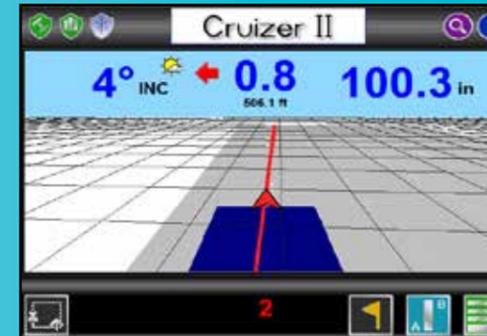


DESIGN

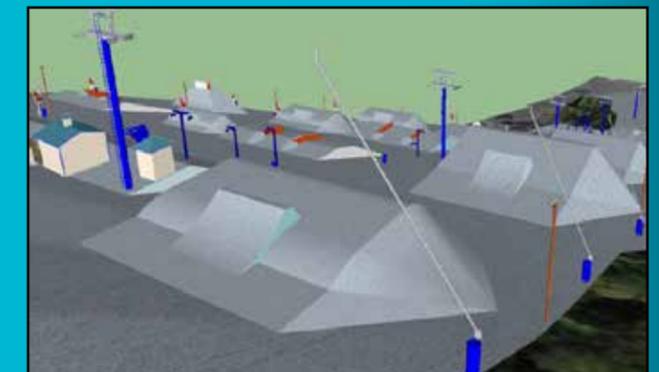
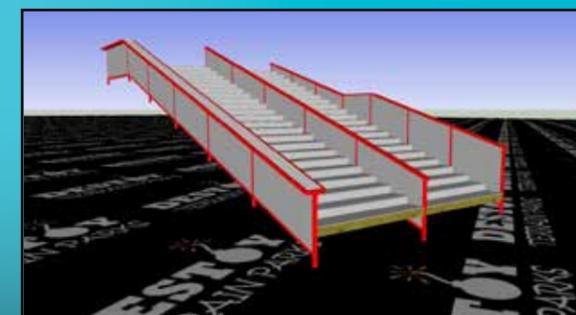
OUR GPS REFERENCE MAPPING AND DESIGN PROCESS STARTS WITH A FIVE DAY SITE VISIT.

1. Day 1 **Setting up the GPS** and getting an understanding of the resorts needs based on demographics and acreage. On day one while the base station is surveying we will take the time to meet with the staff of the resort. Our goal is to understand management's expectations and make sure all departments are being satisfied.
2. Day 2 and 3 **Dedicated to mapping, setting waypoints and taking pictures of the trails that will be designed.** We take pictures of all facilities pertaining to the terrain parks such as lifts, snowmaking equipment, light poles and buildings. Buildings are measured so that it is to scale for graphic design purposes.
3. snowmaking equipment, light poles and buildings. Buildings are measured so that it is to scale for graphic design purposes.
4. Day 4 **Catalogue the resorts box and rail features.** Pictures and measurements are taken of all features. This information will be turned into a 3d graphic design catalog.
5. Day 5 **Dedicated to the riding community.** Prior to coming out for GPS mapping we will line up meetings with local riders at the ski resort and local shops to get the riders input into what they desire in their park for the upcoming season. Understanding what the resort is looking to achieve and the rider wants we can create a park that pleases everyone. This is a very important part of the process because we want to build the park your local riding community will support and frequent. By doing this the local riders will start to take ownership of the resorts park program and insure that they will become loyal to the resort that values their input. Building a strong local riding community will lead to rider made video edits and pictures on social media which results in free marketing for your resort.

After the data is collected we take it back to the Destoylab and build the 3D trails and catalogs. We take the perfect blend from the catalog, rider feedback and resort expectations to create the first draft of the park design. The first draft of the park is put on social media in order to get feedback from the riders and the resort. Then it is on to the second and final draft. The final draft is uploaded to Google Earth and a fly through 3D video of their future park is available for viewing. This allows for a push in social media getting the local riders excited about the upcoming season and helps provide a boost in season pass sales.



PROGRESSION



Destoy terrain parks takes pride in having some of the best park builders and hand crew in the world. We possess the passion and abilities that it takes to build world class terrain parks. We work daily to keep developing new cutting edge techniques and technology that will continue to progress the terrain park industry.

Risk Management



With a world class Destoy Park build, you also gain access to 1RISK's Terrain Park tracking software that provides the ability to perform accurate logging of Terrain Park Maintenance using mobile device technology and eliminating hard copy paper logging.

This software allows for logging of data for multiple Terrain Parks and unlimited features in each Terrain Park. It provides the ability to operate out of Carrier or WiFi signal and will allow for uploading of logging data when back in signal range. When performing Terrain Park logging you can also take pictures of maintenance that you have performed.

Included is also Feature Notebook data tracking. This includes feature dimensions (Height, Width, Length) and materials used in construction of features. Exact GPS Location of features and ability to track movement and log history of features. You can also store the images of the actual feature and any Off-Hill maintenance performed.

1RISK's Terrain Park tracking software is proud to be included in Destoy's Windells in Your Park franchise.

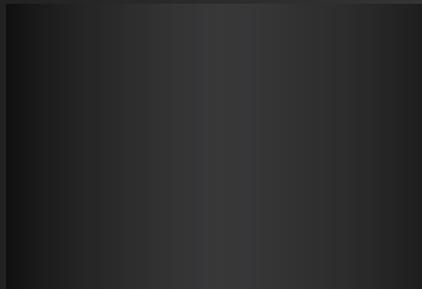
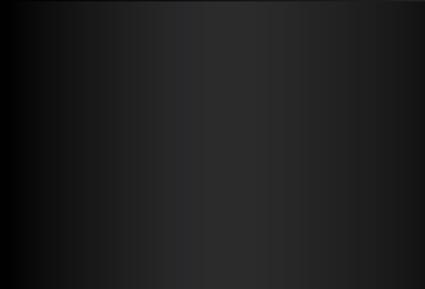
BUILDING AND TRAINING

A Destoy park build provides the resort with two world class park builders and one highly trained hand crew member. The parks will be built to the specifications that meet your resorts needs and your riding communities wants.

We will spend five days working in unison with your terrain park operators and hand crew members to build your terrain parks while training proper building and maintenance techniques to insure your parks stay at their highest quality throughout the season. This will allow us to provide a more progressive cost effective park program for the resort for years to come. With the package you will also be provided with two maintenance visits throughout the season from one of our world class park builders. We will work with your marketing team so maintenance visits coincide with major terrain park events hosted by your resort. This will insure the terrain parks full potential is represented. This also provides another opportunity to train with your park crew staff to insure they are maintaining proper techniques in the daily maintenance of the terrain parks.

Our goal is to empower and equip your entire terrain park staff with the tools needed to build and maintain quality parks that are worthy of being named one of Destoy's Windells In Your Park franchise parks.

Thanks for reading.
Windells in your park is brought to you by
Destoy Terrain Parks.
If you have questions or are looking for more
information on this program. Please look us up!
With the information provided below.



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