



FLORIAN PREUSS

Season two thousand sixteen/seventeen



German Champion
Slopestyle 2016



German Champion
Big Air 2017



German Champion
Halfpipe 2017



Hi, my name is
Flo Preuss





THATS ME

Name

Florian Preuss

Date of Birth

13.06.1992

Hometown

Sprockhövel Germany

Education

Bachelor of science
(mechanical engineering)

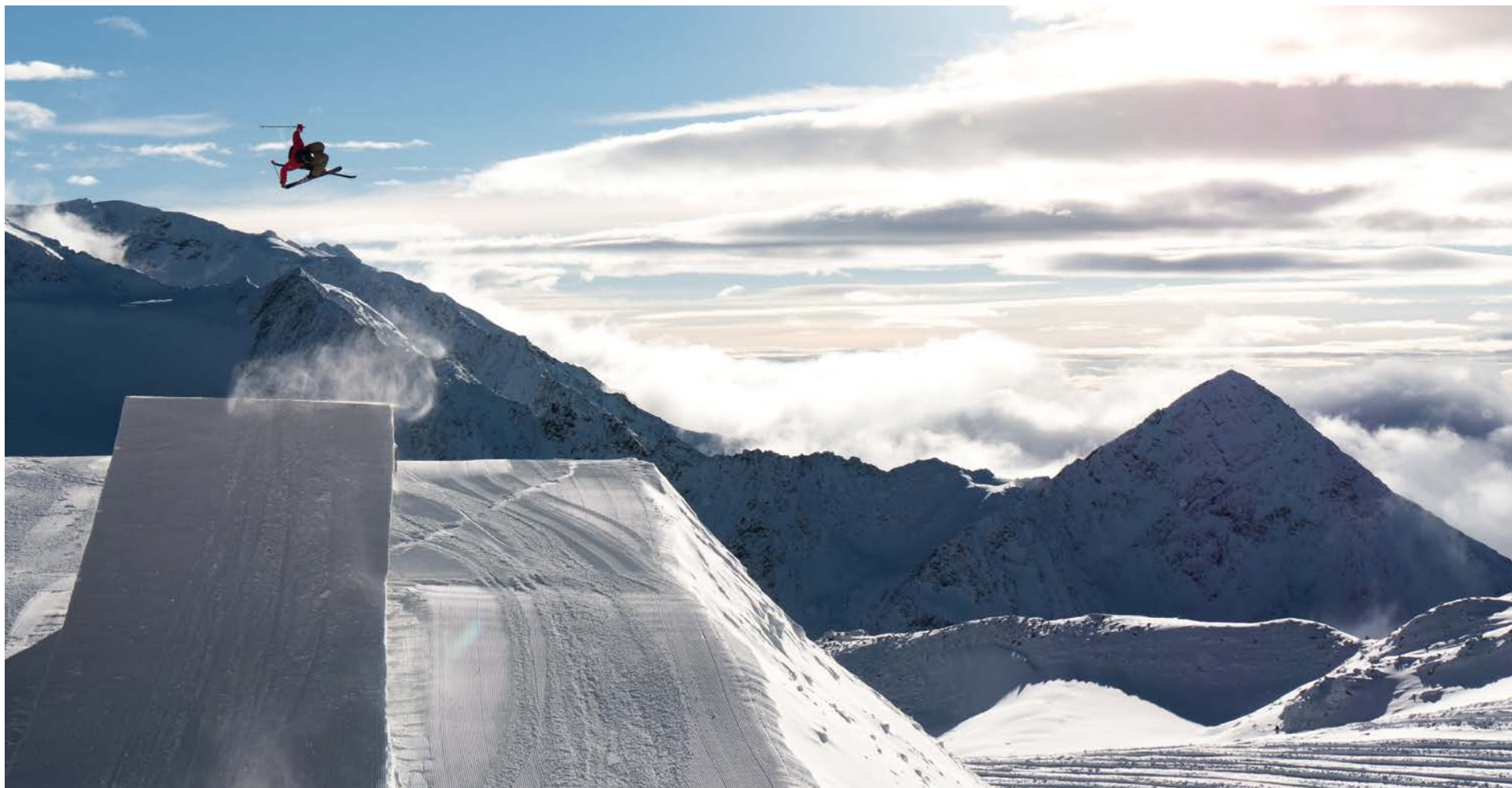
Now: Master of science
(mechanical engineering)

Discipline

Slopestyle, Big Air, Halfpipe

Sponsors





SEASON 16/17

The 16/17 Season was a pretty instructive one for me. Learning new tricks, learning to be ready, when

it is important and dealing with a whole new situation - a season ending injury.

Beside a trip to Australia, Prime Park Sessions and the classic World Cups I also

gained some totally new experiences. The most incredible one was to compete at my home World Cup in Mönchengladbach. Being „the face“ of this event was

kind of stressful but I appreciate and can't wait for next years event. World Championships in March was my goal for the season on the competitive side of skiing

and I made it and finished top 30. I also got the opportunity to debut at 9 Royals – for sure the best organised event out there with great media output.

RESULTS 16/17

1st

Big Air National
Championships
Kaprun

1st

1st Halfpipe National
Championships
Kaprun

3rd

3rd Slopestyle National
Championships
Kaprun

3rd

Slopestyle
Europa
Cup Livigno

25th

Big Air
World Cup
Milan

27th

Big Air
World Cup
Moenchengladbach

29th

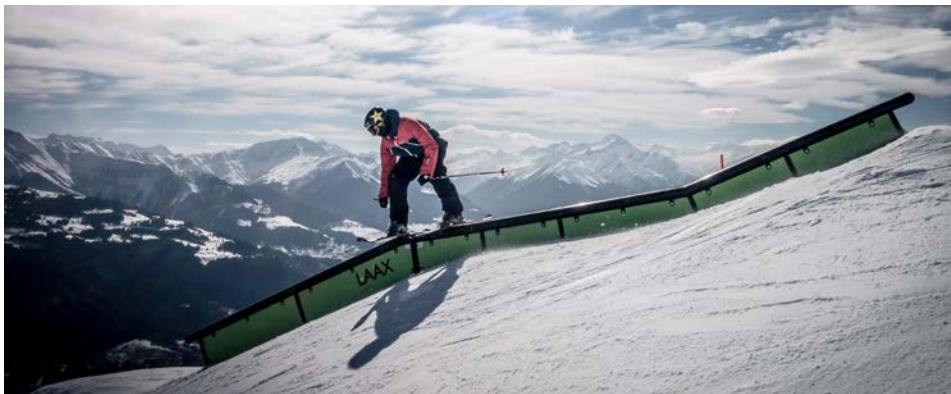
Slopestyle
World Cup
Quebec

30th

Slopestyle
World Cup
Font Romeu

30th

Slopestyle
World Championships
Sierra Nevada



FUTURE CONTEST 17 /18

Olympic Winter Games
2018

Slopestyle World Cup
Season 17/18

Big Air World Cup Season
17/18

Nine Knights 2018

German National Champi-
onships 2018





FUTURE

Road to Pyeongchang

The Olympic Games are the biggest event in sports. For athletes as well as for media. In my position as Germany's best Slopestyle skier a participation in Pyeongchang is my goal. It

would be an honor for me representing Germany in the discipline I love – and I am ready to do everything necessary to get there. Maybe you will become a partner joining me on my "Road to Pyeongchang"!





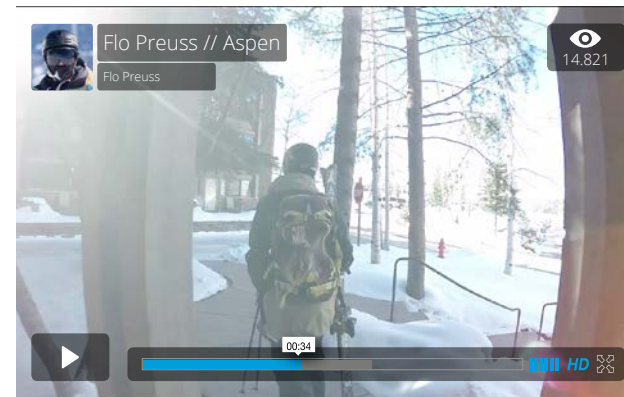
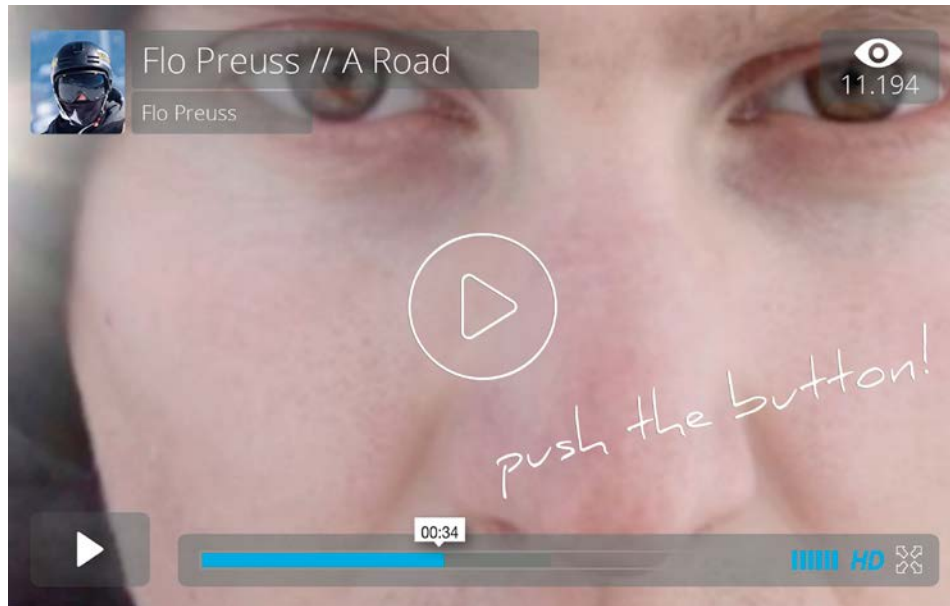
FREESKI GERMANY

Freeski Germany is running the German Freeski National Team in cooperation with the German Ski Association (DSV). I am part of it for more than four years now and get the opportunity to train as professional as it get's.

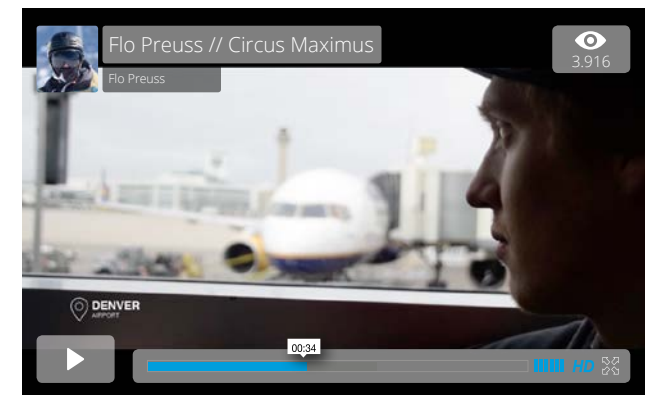
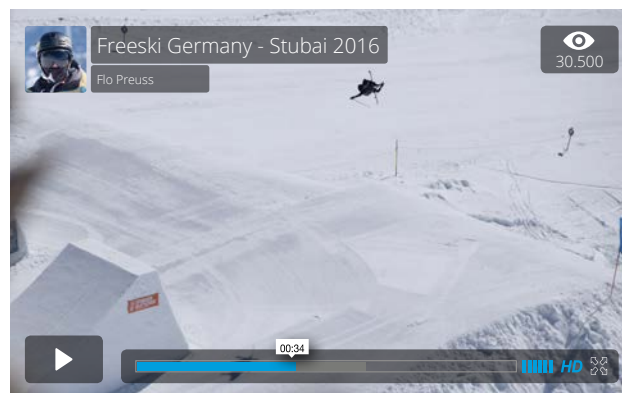
This includes skiing all year

with coaches, special athletic training, medical tests, physiotherapy and the best medical care if needed. This helps me a lot to stay in shape all season and focus on progressing my skiing. More over Freeski Germany helps me to enter the biggest international freeski com-

petitions as I skied three full World Cup seasons yet. Additionally, several times a year professional edits are produced and we get access to the footage for own use. Further more they have a big platform to share content and push every athlete's profile individually.



VIDEO-PROJECTS



This was my own self produced little video project this season showing people what preseason and contest

season in our sport looks like. I did everything from concept to postproduction on my own and am capable

to work with all kind of photo and video media.



MEDIA-PROJECTS

moderating X Games
for Pro7Fun with Nico
Zacek and Tobi Reindl

participating at the
press conference for
ARAG BIG AIR
FESTIVAL in Neuss



MEDIA STATS

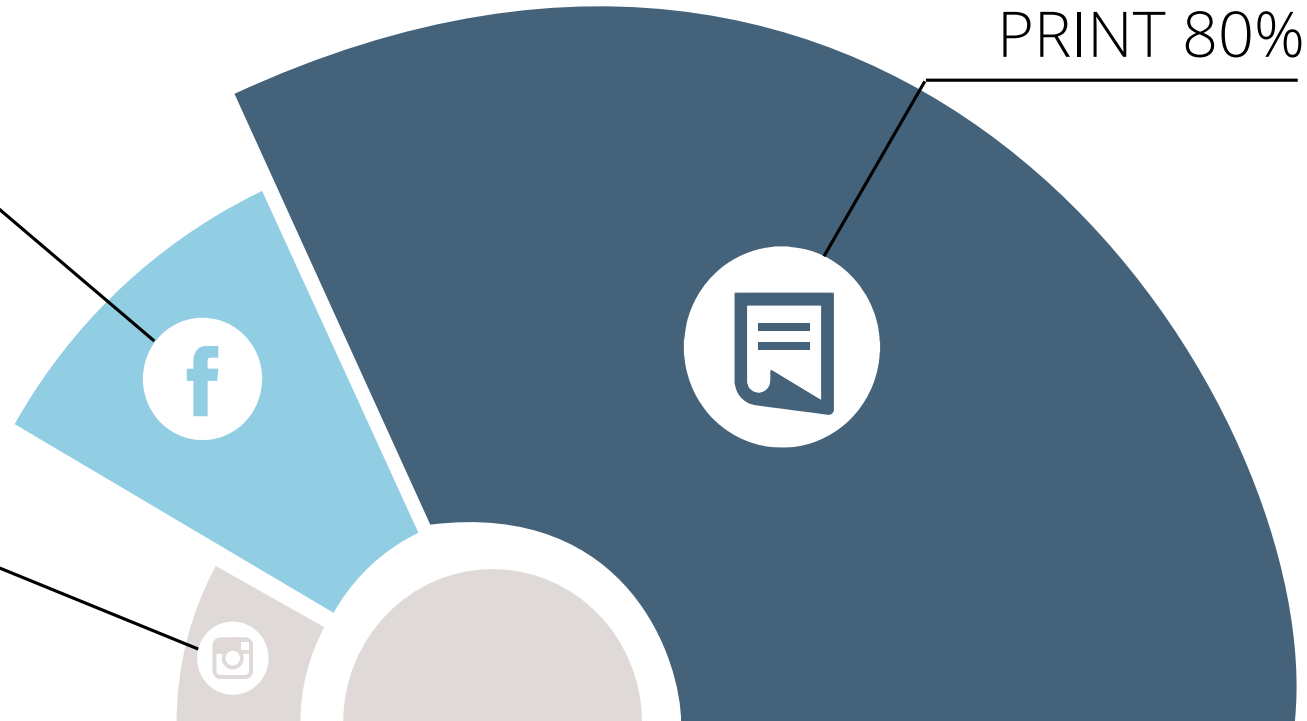
FACEBOOK 15%

- 1869 follower
- 5 posts per week

INSTAGRAM 5%

- 1600 follower
- 5 posts per week

PRINT 80%



REACH PER YEAR 5.2 MIO.

DIE  WELT

Bild

WAZ

WZ

**Stadt
Spiegel**

RHEINISCHE POST

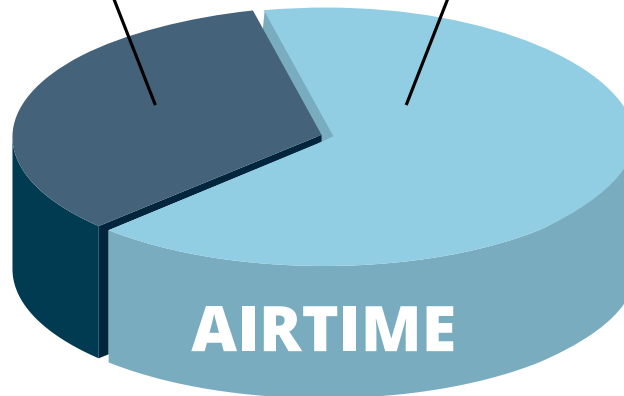
LIVE MEDIA STATS

RADIO 34%

• 8 min.

TV 66%

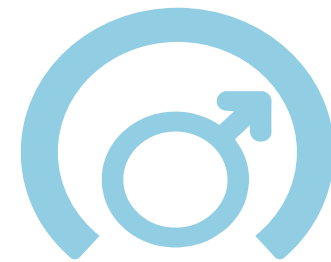
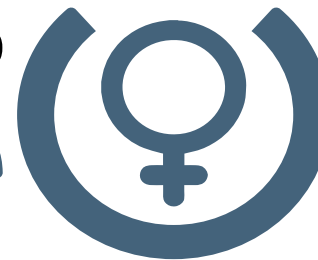
• 18 min.



MAIN TARGET GROUP

• 18-34 years

25%



75%

ARD ¹



HD

WDR
FERNSEHEN

WDR **1** LIVE

westfunk
media
Ein Unternehmen der WAZ Mediengruppe

CT
das radio
90 MHz

CREATION



I am creating and releasing content every day skiing, training and travelling to communicate a story fitting your requirements to a growing audience.

I am a gateway to one of the most adventurous, active and exciting lifestyles on this planet participating in a growing sport.

I am from Germany, skiing all over Europe, America and Oceania and competing on a global level. All partnerships and activities can be geogra-

phically customized to your needs.

I love to share the joy along my way. At the same time

I am serious about my business as well as yours.

Are you ready to join me on my way...?



WHAT I CAN OFFER

HQ photo & video content
shootings , social media & TV

local face and posterboy of Arag Big Air Festival
press conference, print, online & TV

expert for freestyle sports and athletic training
moderation, press relations & tutorials

short video blogs
social media

Freeski Germany media
online, print & TV

contact me!

