



**ActionPOV Productions** is proud to present the new series of innovative, multi-sport, extreme action, family festivals underway in America and soon to be around the globe. We've designed these full-scale series of events to incorporate a large majority of the adrenaline sports competitions and activities available, as well as provide a venue for the creation of new and thrilling spectacles available nowhere else!

### **History**

Born from a desire to compliment the passion we hold for extreme off-roading events and adrenaline-driven action sports competitions, combined with the love for the people and beautiful countryside of the American Ozarks, the original event took place in the picturesque Ozark Mountains of Northwest Arkansas, USA and formed the basis of our unique name; The Ozark Mountain Adventure Games (OMAG) and Action-Sports Film Festival. The moniker 'OMAG' became very popular with the attendees and many individuals we came in contact with during the marketing and PR of the event as a quick way to describe the enormity of the activities taking place within our venues.

Since the first event in Arkansas, the acronym 'OMAG' has been utilized to its full potential in the design of other future events scheduled for annual production, including the requested follow-up to the original OMAG in Cass, Arkansas in April, 2006 and beyond. Some of the future events include a Southern California 'OMAG' within the rolling hills of Irvine Meadows in Orange County, California, as well as the much anticipated Ocean Marine Adventure Games scheduled for June of 2006 in Huntington Beach, California, featuring the Pacific Offshore Powerboat Racing Association and its team of 40 foot plus, 1700 horse powered, 140 mile per hour SuperCat boats. Additional requests within the US and other countries around the world for us to entertain the idea of hosting more 'OMAG' events within the same basic design prompted us to settle upon the permanent 'OMAG' name as an acronym for **Outdoor Masters Adventure Games** which it goes by today.

### **Why Extreme Sports?**

Once considered as a passing fad among the sports world, the action sports sector has now transformed itself into a child prodigy, representing an increasingly important segment of the sports market place. Heightened media coverage, rising participation levels, exciting new events and growing sponsorship investment have marked its progression from niche to a mainstream sports property. Action sports, otherwise known as "extreme sports", are unique in that they transcend the limits of sport itself to form the basis of an entire lifestyle culture. In so doing they deliver to brand owners a dream demographic of young, loyal, typically affluent, technology-savvy individuals, with a propensity to try new products and experiences.

ActionPOV and our affiliates recognize the continuing and growing trend of American sports competitions towards a dramatic, adrenaline-charged, individualistic gathering of like-minded people who seek to be overwhelmingly entertained, and expect more from the events they attend than a \$5.00 hot dog and warm beer.

We have set out to blow away everyone's expectations of what an event can be and what it can contain. 'Epic' is the only word suitable for our events and the people that make them possible. At an OMAG event you will witness people pushing themselves to the absolute limit of human endurance and ability, coupled with the biggest, toughest, most brutal machines ever created. To that we add the boundless creativity of design from our unmatched team of sports, film and technology professionals. Everything we do puts limits to the test and breaks all conventional means of event execution.

### **So What Is OMAG?**

Some of the activities encompassed by the OMAG style of events include:

- Multiple Motorsports & Popular Board Sports
- Human Powered Machines & Human Endurance Activities
- Custom Designed, Extreme Paintball Courses
- Live Bands & Large Projection Screens for film viewings and live action coverage
- Things that fly (with or without people in, on, under or near them)
- Stunt Shows, Model searches and bikini contests, Fireworks, Prize money, raffles and giveaways

This is a short and non-specific list as each event differs; whether the event is held on the beach in summer, the mountains in winter or somewhere in between some other time, the event is customized to the geography, the season and the people. We go to the places where an event such as ours will have the facilities necessary, we talk to the people to find out what they want in their area and we design accordingly. This formula has allowed us the great pleasure of entertaining a broad variety of people from many areas of the country. The focus is always on the people from all sides of the production.

This brings us around to our talented and dedicated team who are recognized as the very best at what they do. Many people said that what we were trying to do was impossible, not in the metaphoric sense, but in the very real, physical limitation sense. ***From the day we looked over the land for the first OMAG to the day the event wrapped, our time schedule was exactly two months and one week.*** Our team conceptualized the event, designed the competitions and courses, created all of the marketing collateral (fliers, posters, spectator cards, stage banners, highway banners, t-shirts, newspaper ads, TV and radio commercials, online store and website!), registration and competitor forms, camping and competition rules, the event schedule, sponsorships and vendors, lined up the talent and staff, secured all of the equipment and materials, held radio and television press interviews, marketed to the nearest towns and then held the actual event. In the two weeks prior to the event we shook hundreds of hands, spoke to hundreds more people on the phone and through emails, handed out fliers, hung posters, printed, faxed and yelled until we had an event with which we could be satisfied and would serve our audience. Here's the results:

- 7 action sports competitions (with 24 competitors in the 4x4 alone)
- 13 product sponsors & 17 food and merchandise vendors
- 5 live bands & an action sports film festival
- 3 live remotes from Radio and Television plus 2 Newspaper articles about OMAG
- And 2500 Spectators
- Over 40 hours of filmed footage to produce and market a network vehicle and DVD

Not to mention Ultralight rides, a paintball speed-ball battlefield, a bikini Contest, fireworks shows, children's activities, fishing and swimming, rock-climbing, rappelling, kayaking, prizes, raffles and giveaways and a heck of a lot of fun!

## **The Future of OMAG**

ActionPOV along with our vast array of energetic resources are absolutely limitless in what we can dream up and deliver in terms of the shows and specialty events to be hosted by ActionPOV under the name of **OMAG**. Alliances with upcoming mainstream world cup extreme action sports events scheduled throughout several continents, network television and feature film involvement and the unstoppable growth of our planned implementation of the OMAG event brand nationwide and across the globe will secure a place among the action sports and epic event community for ***The Outdoor Masters Adventure Games*** to become a household name.

**Dare to Dream Big!...  
Then Contact ActionPOV to Make it Happen!**



***ActionPOV.com***

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2275 Huntington Drive #303 · San Marino, California 91108 · USA · Phone: 626.826.0226 · FAX: 707.221.7115  
Website: [www.ActionPOV.com](http://www.ActionPOV.com) · E-Mail: [Doc@ActionPOV.com](mailto:Doc@ActionPOV.com)