

CASE STUDY RED BULL MANNY MANIA

TIMING:..... 10.00AM-6.00PM
EVENT TYPE:..... SKATE COMPETITION
ORGANISER:..... RED BULL
GUESTS: 200
ROOMS USED: FACE OF STEEL

EXECUTION

RED BULL MANNY MANIA IS A MANUAL SKATE TRICK CONTEST. THE AIM BEING TO 'MANUAL' OVER A SET COURSE USING AS MANY OF THE FEATURES AS POSSIBLE. TO MANUAL IS TO BALANCE ON THE FRONT OR BACK WHEELS OF A SKATEBOARD WHILST DOING TRICKS IN AND OUT OF A MANUAL.

THE TOUR STOPPED IN LONDON, EDINBURGH, SHEFFIELD AND CARDIFF BEFORE RETURNING TO LONDON FOR THE GRAND FINAL. AT EACH STOP 4 RIDERS WENT THROUGH TO THE GRAND FINAL.

RED BULL TOOK OVER THE FACE OF STEEL AT MAGNA FOR THIS EVENT AND INSTALLED A SERIES OF RAMPS AND OBSTACLES. THE EVENT RAN OVER A FULL DAY AND BROUGHT IN AROUND 200 SPECTATORS AND 40 CONTESTANTS.

VERDICT

RED BULL EVENTS MANAGER COMMENTED. "WE CHOSE MAGNA MAINLY BECAUSE OF THE UNIQUE INTERIOR OF THE FACE OF STEEL, THE HUGE CEILING, ORIGINAL FEATURES, VIEWING PLATFORM AND SMOOTH FLOOR MAKES IT THE PERFECT LOCATION FOR A SKATE COMPETITION. EVENTS ALWAYS REQUIRE ADJUSTMENTS AND TWEAKING ON THE DAY AND THE MAGNA STAFF MADE THIS VERY EASY FOR US, NOTHING WAS TOO MUCH TO ASK THEY ALL REALLY WENT OUT OF THE WAY TO MAKE THINGS GO AS SMOOTHLY AS POSSIBLE. OF THE FIVE EVENTS WE HELD AT VARIOUS LOCATIONS, THE LOAD OUT AFTER THE SHEFFIELD LEG OF THE TOUR WAS BY THE FAR THE FASTEST. I WOULD RECOMMEND MAGNA AS A VENUE TO ANYONE THINKING ABOUT HOLDING A SIMILAR EVENT."



FOR MORE DETAILS ON EVENT SPACE AT MAGNA CALL THE EVENTS TEAM ON [01709 723118](tel:01709723118).

DID YOU KNOW MAGNA ALSO HAS ADRENALINE ACTIVITIES ON SITE OFFERED THROUGH OUR PARTNER UK BUNGEE CLUB? FOR MORE DETAILS GO TO WWW.VISITMAGNA.CO.UK/BUNGEE

MAGNA
SHEFFIELD ROAD
TEMPLEBOROUGH
ROTHERHAM
S60 1DX

