TEAL HARLE

BOOK 2020

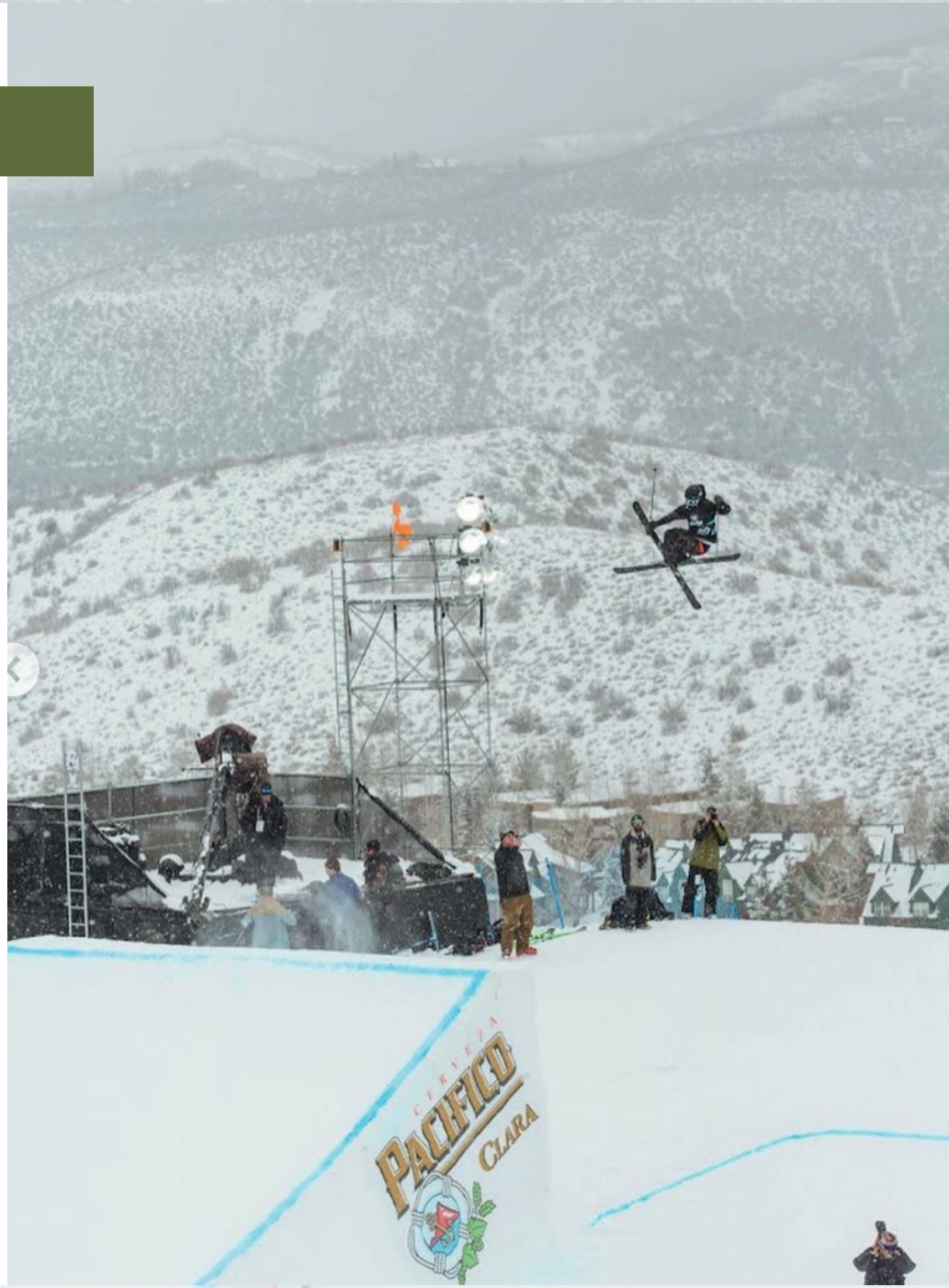
About Me

NATIONALITY
CANADIAN

BIRTHDATE
October 5th 1996

"I grew up on Vancouver Island, BC skiing on Mt. Washington almost my whole life. I moved to Whistler in 2013 and still live there where I ski in winter beside competitions. In the summer I work at a steelhead fly fishing lodge, my first hooby after skiing.

I AM ON THE CANADIAN NATIONAL SLOPESTYLE SKI TEAM AND I PARTICIPATED FOR THE FIRST TIME AT THE OLYMPIC SLOPESTYLE IN PYEONCHANG"



Results

BEST COMPETITIONS RESULTS

- **1st WC Slopestyle Corvatch 2017**
- **1st WC Slopestyle Mammoth Mtn 2018**
- 2nd WC Big Air Beijing 2019
- 2nd Excellent Soldiers Big Air 2017
- 2nd Dumont Cup 2015
- 2nd Aspen Open 2015
- 3rd WC Big Air Atlanta 2019
- 3rd World Cup Big Air Quebec 2018
- 4th World Cup Big Air Quebec 2017
- 5th AFP World Tour Finals 2015
- 10th European Freeski Open 2016

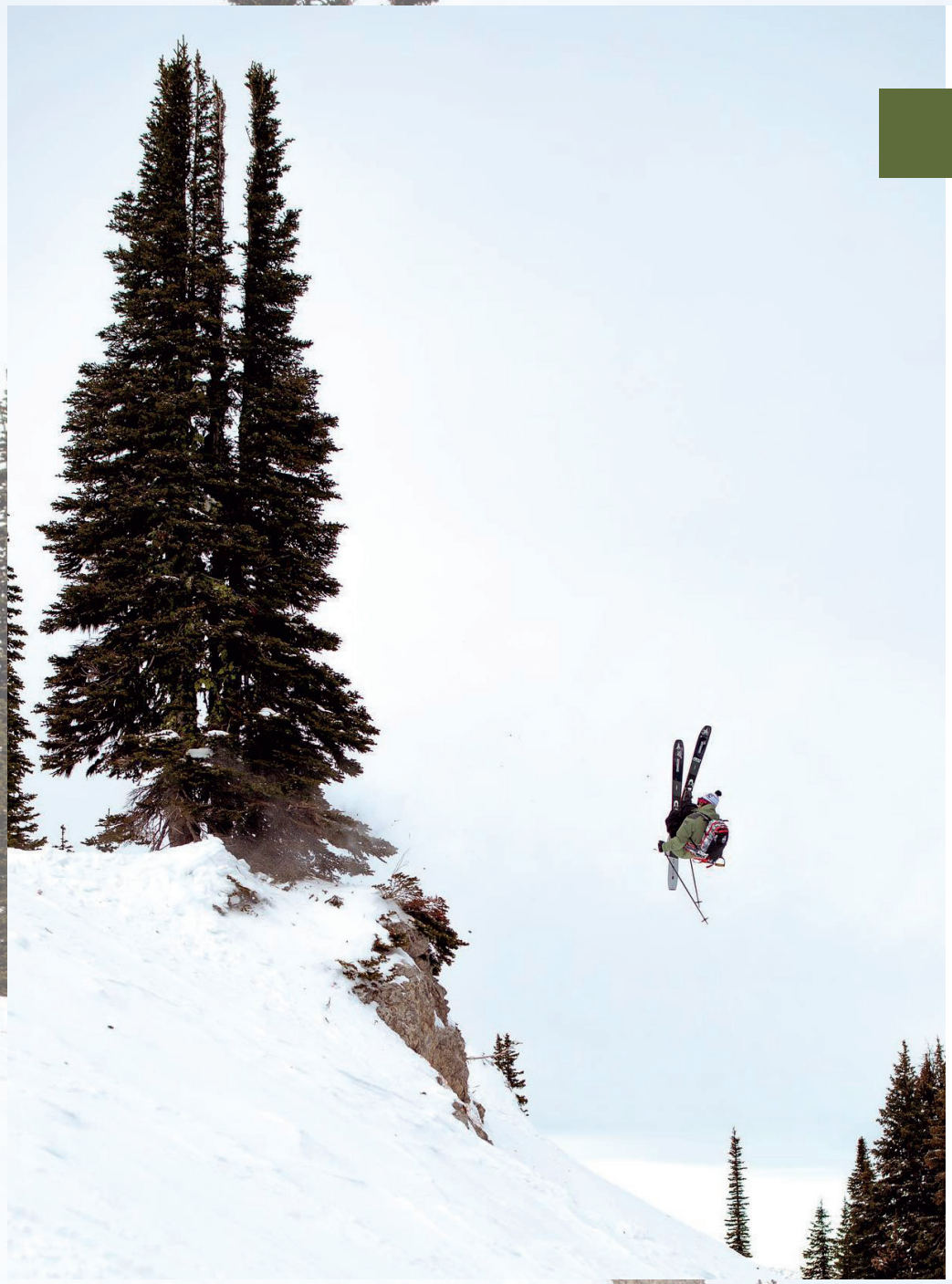
Olympics

MEMBER OF THE OLYMPIC
CANADIAN FREESKI TEAM

5th Place at the Olympic Games Slopestyle Pyeonchang 2018

After entering one time the Olympic Games and finishing to the podium gates, Teal is **DREAMING ABOUT OF A SUCCESS TO THIS STAGE.** The Olympic Games remain the most appealing competition for Elite Athletes and Teal is **FOCUS ONT THIS MID TERM OBJECTIVE AND WORK HARD TO ACHIEVE THIS GOAL IN**

BEIJING / 2022



Social Network

Born in 1996, Teal is a **DIGITAL NATIVE.**

Social medias, creating content, filming and editing his videos is part of his **DAILY ROUTINE**

His goal here is to develop a strong organic community with **AUTHENTIC POSTS**

A YOUNG TOP ATHLETE & GROWING INFLUENCER

@teal_harle
14 200 Followers / +20% followers in 1 year
10% reach average
1 200 likes average per post
6 300 average views
60% N.America / 30% EU / 10% ROTW

@tealharleskiing
2000 followers

Just Skiing

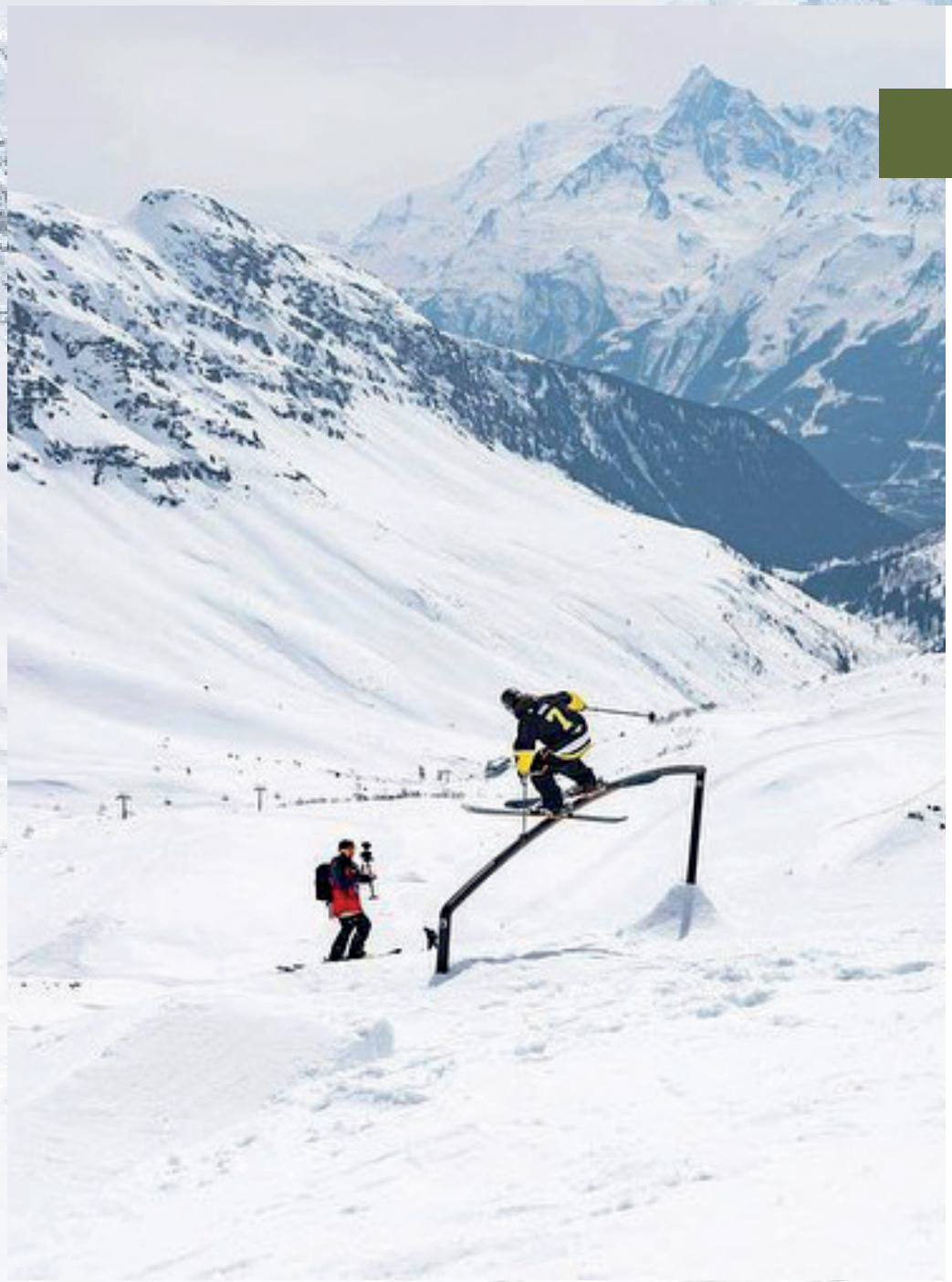
"Teal Harle is known as one of Canada's most unique and technical freestyle skiers. He has become a staple name in the big air scene this season bagging multiple podiums in the city big air events. Leaving the elevators and scaffolding behind Teal travelled to Revelstoke, British Columbia to meet up with brother Kole Harle in search of fresh powder. With the weather on their side Revelstoke Mountain Resort would continue to refresh and refill every night for 7 consecutive days. The town would soon become the snow-globe of every skiers dream, and the Harle brothers would ski some of the deepest snow of their lives."

Atomic Skiing

"I've never filmed in pow, never been to Revelstoke, and turns out landing in deep snow is harder than it looks ! This project turned out so well and we had so much fun !"

Teal Harle

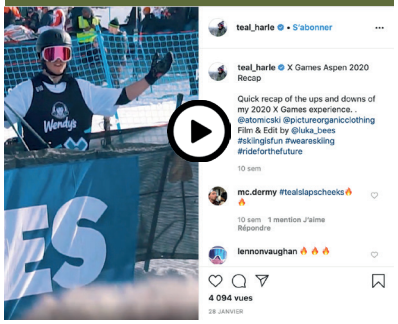
Just Skiing - Official Atomic YouTube Channel = **15 000 views**



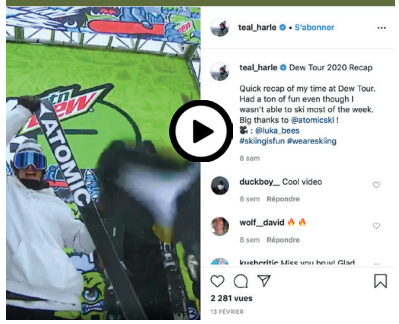
Videos

IGTV

XGames 2020 Recap = **4 100 views**



Dew Tour 2020 Recap = **2 300 views**

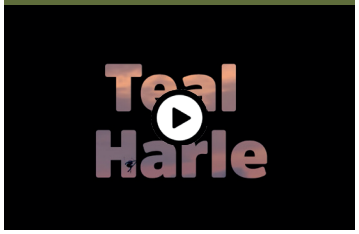


VIDEOS

Dece // Teal Harle = **3 700 views**

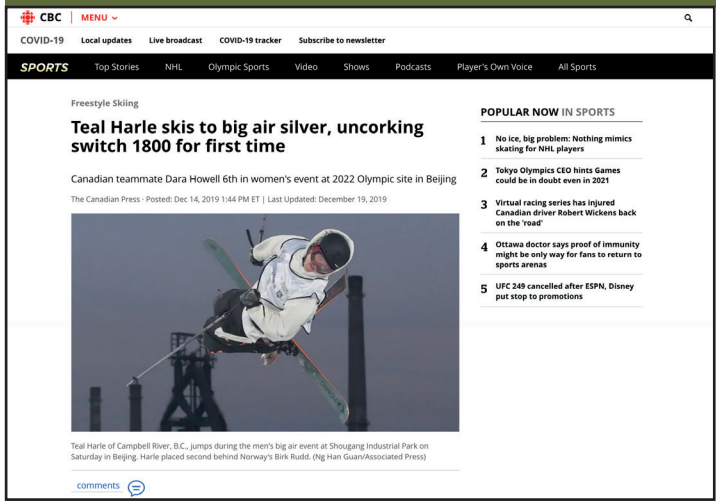
SLVSH vs Dean Bercovitch = **61 000 views**

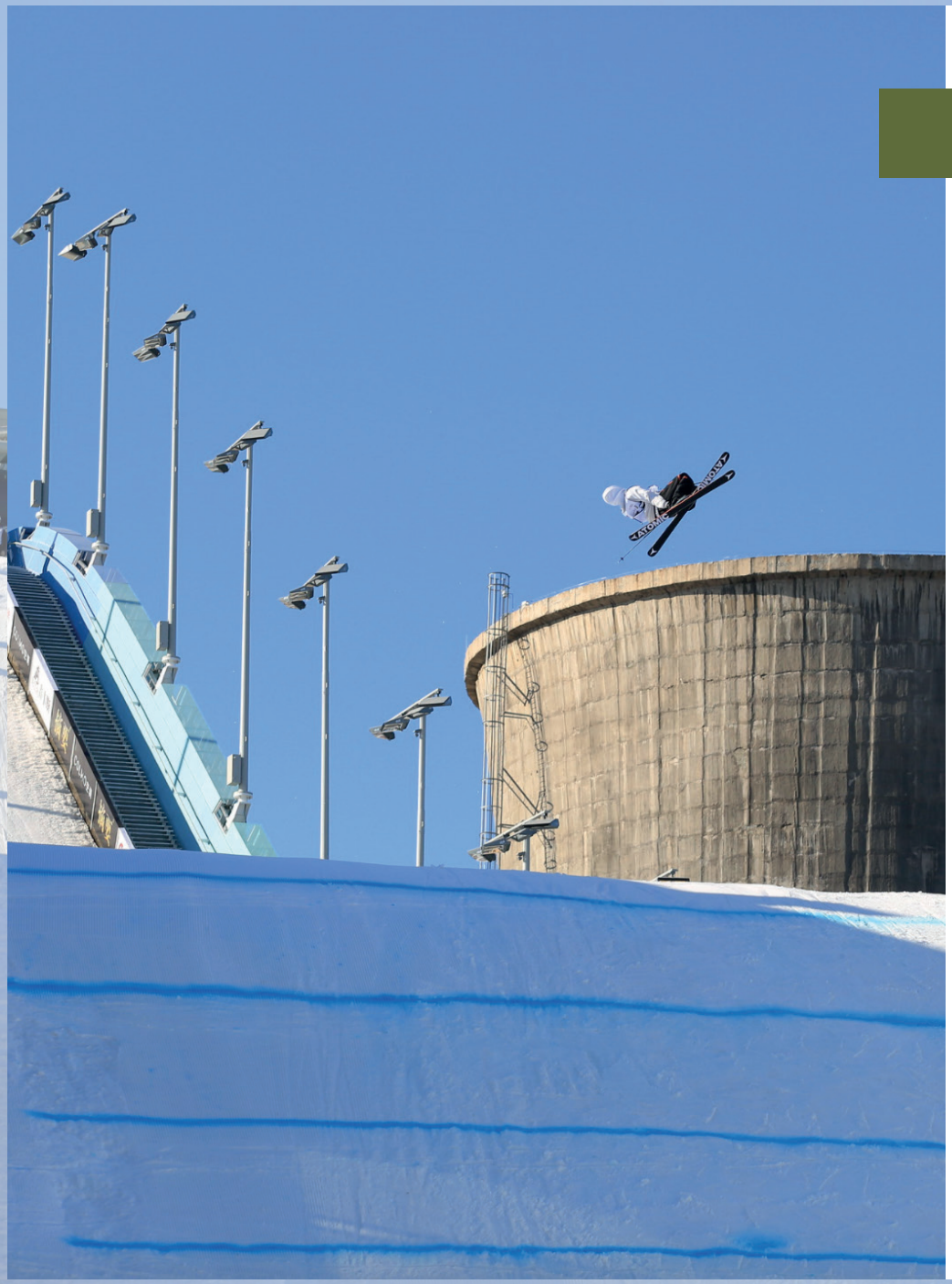
Canadian Freeski Team / Presenting Video



Media Coverage

CBC - Canada





Media Coverage

Pique - Canada

Sports » Results

Harle wins first World Cup

Whistler resident tops World Cup slopestyle finale in Switzerland

by Dan Falloon
March 09, 2017

comment

Photo submitted

TERRIFIC TEAL Slopestyle skier Teal Harle captured his first FIS World Cup win at Silvaplana, Switzerland on March 3.

Sports » Results

Harle strikes silver in Czech Republic

Fellow Whistlerite Wilson secures fourth place

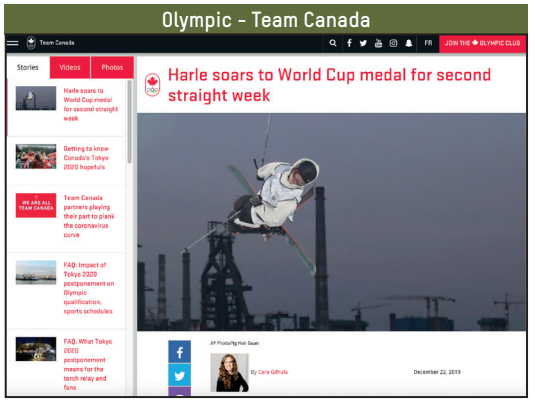
by Dan Falloon
March 10, 2016

comment

Photo by Lukas Wagneter

SILVER SHOWING Teal Harle lives up to the events billing in the big air competition a the Exoskeli Soldiers contest in the Czech Republic on

Olympic - Team Canada



Goals

"Learn as much as possible to become **MORE PROFESSIONAL.**
Develop my communication skills and be involved with my partners projects and hopefully **SHOOT MORE.**"

MAIN OBJECTIVES

Win Overall World Cup

Win Aspen XGames

Win an Olympic Medal in Beijing / 2022

Shoot more BC

Sponsors and Visibility

PRODUCTS AND BRAND NAMING

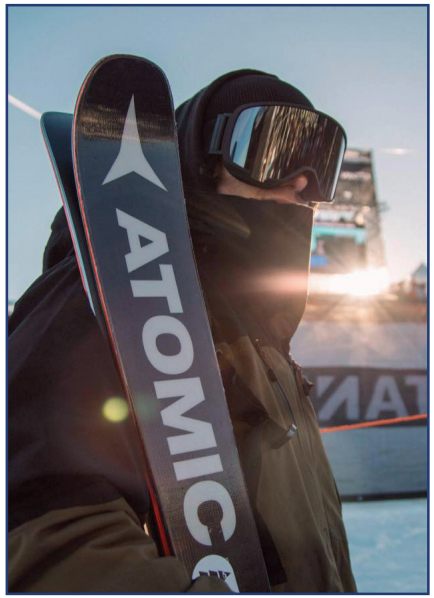
Skis

Helmet

Facemask

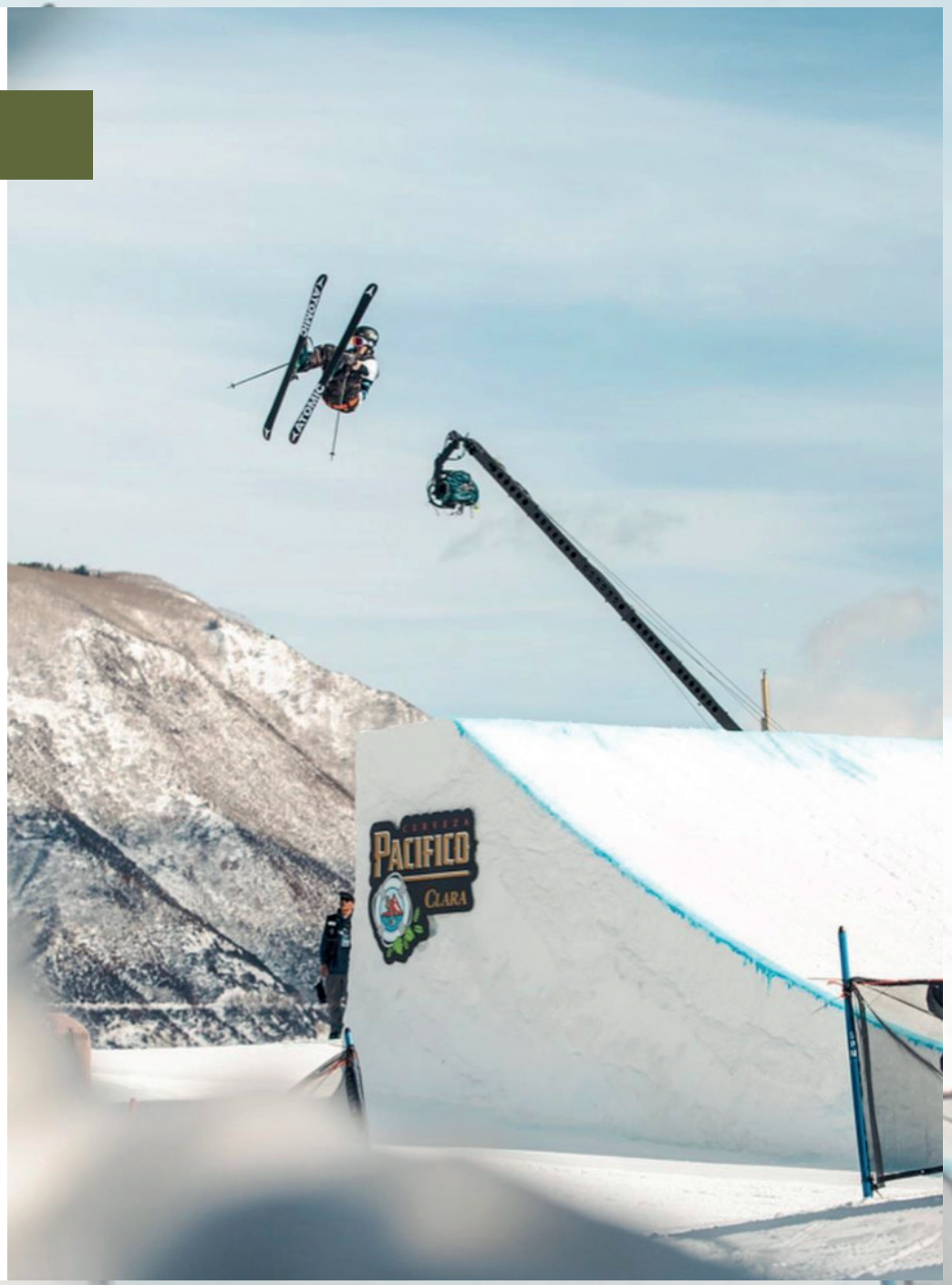
Video projects

Social network tagging and promotional posts



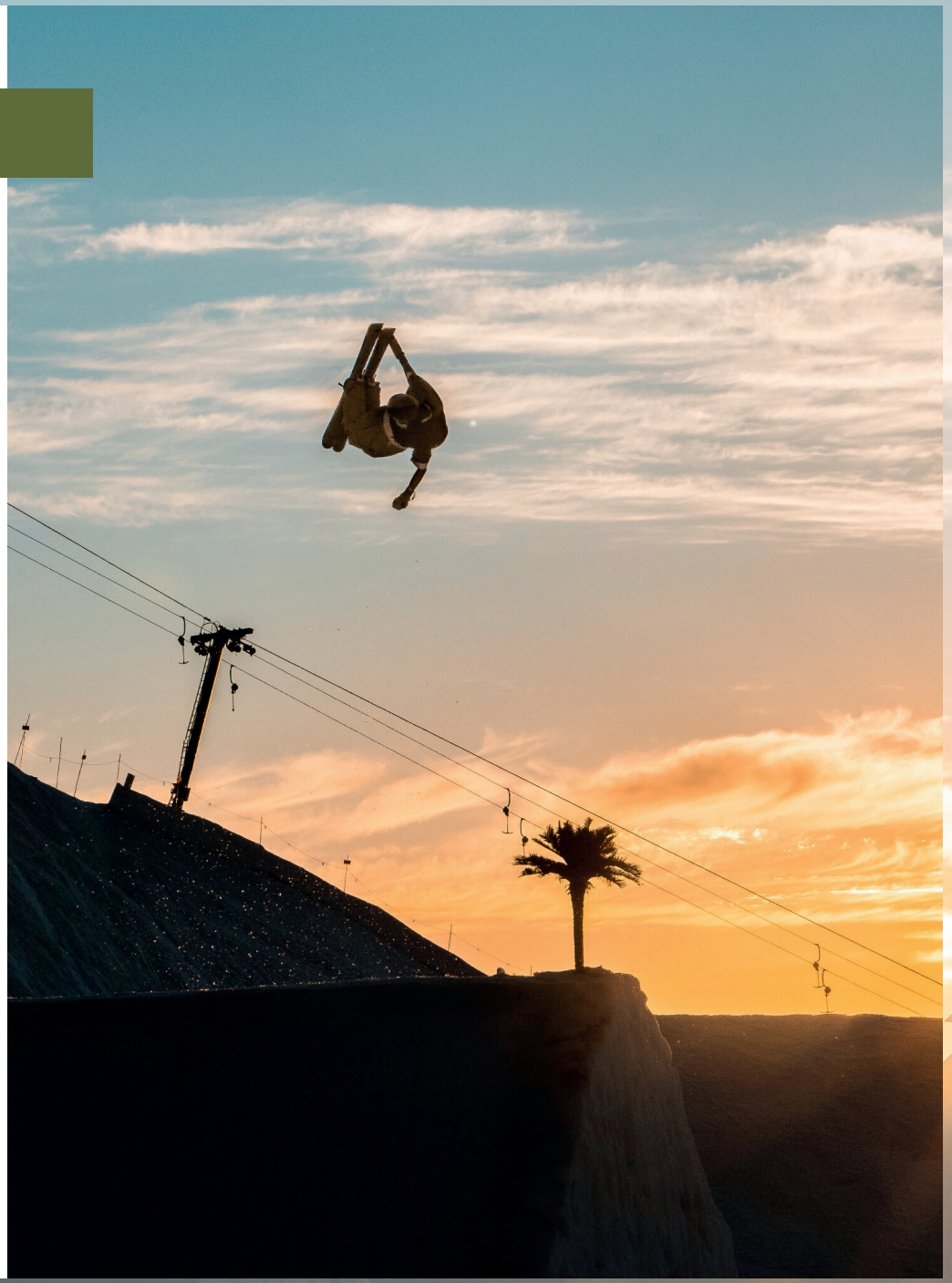
Portfolio

FIS World Snow Day
FIS FREESKI WORLD CUP
COLMO 空调
AIR+STYLE
17


ATOMIC
PACIFICO
CLARA

Portfolio

Portfolio



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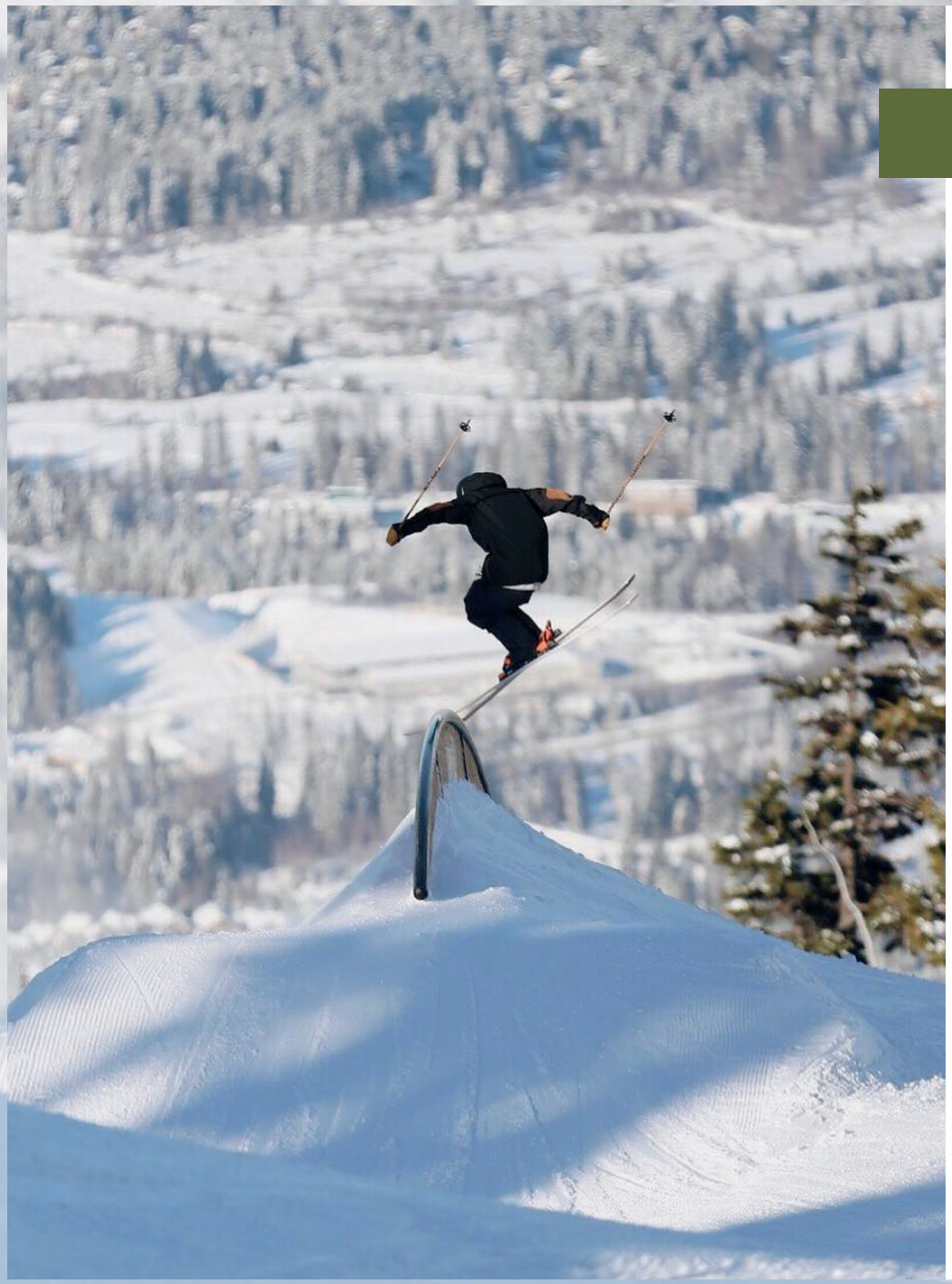
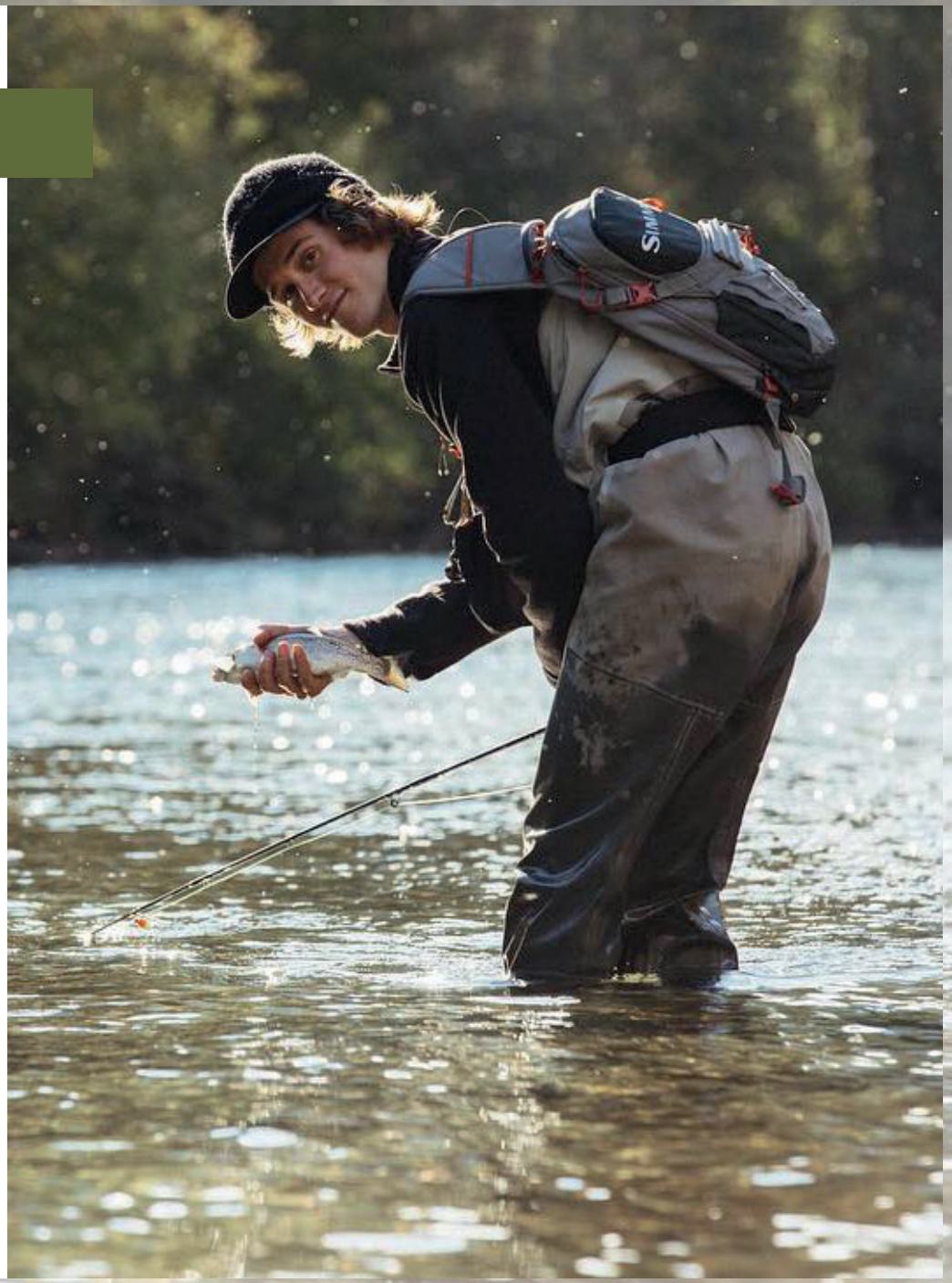


Portfolio

FISHING LOVER



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