

BURTON

# **Culture Shifters 2025 Recap**





CULTURE  
SHIFTS

Culture Shifters – an opportunity for those that rarely get to see themselves in collected reflection, to bathe in an energy of making the mountains more colorful. To joyfully take up space and build a larger more inclusive snowboarding community. To sit in exchange. To be unabashedly your whole and entire self in the outdoors. No assimilation needed. My heart can't stop smiling.

- SELEMA MASEKELA



# CULTURE SHIFTERS

WHAT  
IS

## A HAPPENING. A MOVEMENT. A COMMITMENT TO CHANGE.

Culture Shifters is more than an annual event that brings together a diverse group of change makers on the mountain. From NFL players to pro skaters and musicians, Culture Shifters is an opportunity to change the landscape of snowboarding forever.

The sport and culture of snowboarding has changed millions of people's lives and we want to change millions more.

Culture Shifters is an opportunity for the BIPOC community to share the joy of snowboarding together, with the goal of spreading that joy to friends, families, and fans. Representation matters and we're building a colorful community.

**"Being from a sport with mostly white people, I truly have never even thought about riding down the mountain with more than 1-2 other black people. Even after setting out to 'make the mountains more colorful' a few years ago it had never crossed my mind... but I can't tell you how empowering it felt to be mobbing to/ around the mountain with 30+! The culture truly is shifting. This is only the beginning!"**

**-Zeb Powell**





# BURTON BRAND

Representation, inclusivity and growing our community are the objectives at the heart of Culture Shifters.

This event is Burton's commitment in action. Bringing together community to increase participation and amplify our values.

**OUR PEOPLE  
OUR PLANET  
OUR SPORT**

**& OUR PARTNERS**





# STRATEGIC OBJECTIVES



## PRIMARY

Empower influential BIPOC leaders to grow awareness of the fact that BIPOC are (and can be) an active part of the snowboarding community, by enabling them to share the experience of riding, build community, and amplify their perspectives in popular culture.

## SECONDARY

Get influential snowboarders and the snowboarding industry inspired to address the systemic barriers to participation for BIPOC by exposing them to a community of BIPOC riders.





# KEY PRINCIPLES

## COMMUNITY LED

Enable a community of BIPOC riders – professionals, enthusiasts, and beginners – to lead efforts to change the culture of snowboarding to welcome, empower, and celebrate BIPOC. A shared recognition and acceptance of the fact that BIPOC know best what they need when it comes to transforming snowboarding culture to include them, i.e., an acceptance of the idea of self-determination.

## INDUSTRY "ALLY" SUPPORTED

Identify Industry Allies from the snowboarding industry who are committed to supporting BIPOC rider self-determination, and who are willing to use their influence and resources to:

- a) support the BIPOC rider community
- b) address systemic barriers to participation for BIPOC
- c) engage their peers in the work

## RADICALLY INCLUSIVE

Commit to supporting Black, Indigenous, and other people of color, while also acknowledging and addressing intersecting identities related to gender, sexual orientation, and physical ability.

## A MOMENT WITHIN A MOVEMENT INFLUENTIAL

Enable all who participate to have an ongoing impact by:

- Keeping the BIPOC rider community connected
- Supporting non-profit and grassroots orgs
- Open lines of communication with snowboarding industry allies

Enable attendees to amplify their experience and perspectives in order to:

- Influence the outdoor sports world to address systemic barrier to participation for BIPOC
- Draw participation from BIPOC



# EVENT SUMMARY

## WHO

178 ATTENDEES

Athletes  
Industry personalities  
Content creators  
Brand employees  
Nonprofits  
Advocacy and grassroots organizations  
Mountain Instructors  
Comedians  
Musicians  
Artists  
and more.

## WHAT

3 DAY LONG EVENT  
PROGRAMMING

Community Building  
Snowboarding  
Discussions  
Athlete demos  
Networking  
Meals  
Music and Entertainment

## WHERE

SNOWMASS, CO

Snowmass Colorado provides Culture Shifters attendees the opportunity to experience snowboarding at an iconic mountain. The Limelight Snowmass serves as the central host venue and lodging. Together these venues provide an exceptional on-and-off- snow mountain experience for all attendees.

## WHEN

APRIL 14<sup>th</sup> – 17<sup>th</sup>, 2024

Lodging and off snow activations:  
April 14<sup>th</sup> – 17<sup>th</sup>  
On Hill Activations: April 15<sup>th</sup> and 16<sup>th</sup>







# BURTON PURPOSE & IMPACT SUMMARY

OBJECTIVES		SUCCESSSES	OPPORTUNITIES
Empower influential BIPOC leaders to grow awareness of the fact that BIPOC are (and can be) an active part of the snowboarding community, by enabling them to share the experience of riding, build community, and amplify their perspectives in popular culture.		<ul style="list-style-type: none"><li>• 40% new guests</li><li>• Attendee list highly influential across BIPOC culture, and with big platforms to amplify the message</li><li>• Many new riders with big platforms, encouraging others to try riding</li><li>• Strong representation of BIPOC pro riders from across the industry – building community across Brands, countries, and affiliations</li></ul>	<ul style="list-style-type: none"><li>• Opportunity to increase representation of gender nonconforming people and adaptive athletes</li></ul>
Get influential snowboarders and the snowboarding industry inspired to address the systemic barriers to participation for BIPOC by exposing them to a community of BIPOC riders.		<ul style="list-style-type: none"><li>• Strong "Purpose" alignment with industry partners who attended</li><li>• Aligned partner expectations</li><li>• New partnership integrations and opportunities for exposure.</li><li>• Celebrating 5 Years of Shifting the Culture</li></ul>	<ul style="list-style-type: none"><li>• Continue to build on "Giving Flowers" to those actively working to make snowboarding more inclusive.</li><li>• Continue to increase nonprofit visibility and impact (beyond cash donation). Adding and highlighting non-profits.</li></ul>
KEY PRINCIPLES			
Community Led		<ul style="list-style-type: none"><li>• Expanded Advisory Panel to include Indigenous representation and increase femme representation</li><li>• Strong feedback from Zeb, Selema, and Advisory panel on bringing in more voices</li><li>• Opportunity to make Advisory more visible – with attendees, within Burton, across the industry</li></ul>	<ul style="list-style-type: none"><li>• Continue to grow community-led representation of Indigenous people and femmes</li><li>• Opportunity to better engage Purpose leaders from Partner orgs w Advisory Panel directly</li></ul>
Industry Ally Supported		See "Objective 2" above	See "Objective 2" above
Radically Inclusive		<ul style="list-style-type: none"><li>• Increased nonprofit invites (+1 org)</li><li>• 40% new guests</li><li>• Strong mix of new riders and advanced riders</li><li>• First ever Womenx Ride to support the femme experience and meet feedback from 2024</li><li>• Increased accessibility for adaptive athletes</li></ul>	<ul style="list-style-type: none"><li>• Opportunity to increase representation of Black femmes, gender nonconforming people</li><li>• Opportunity to ensure all programming makes other identities more visible, affirmed at the event (beyond Black men)</li></ul>
Influential		<ul style="list-style-type: none"><li>• Building on distro of content through channels with high BIPOC viewership (beyond organic Burton / Partner channels)</li></ul>	<ul style="list-style-type: none"><li>• Continue to increase representation of BIPOC content creators</li><li>• Build relationships with BIPOC media outlets</li><li>• Secure partnerships with / increase visibility of BIPOC-owned partner brands</li></ul>



# BURTON MARKETING PERFORMANCE

## BENCHMARKS

Marketing Goals: Increase Familiarity of Culture Shifters

Projected

**20k**

Content Creator Impressions  
@zebpowell

**4k**

Landing Page Views

**326M**

PR Hits

**250**

Contest Entries/ New Signups

Actual

**827k**

@zebpowell Impressions

**6.2k**

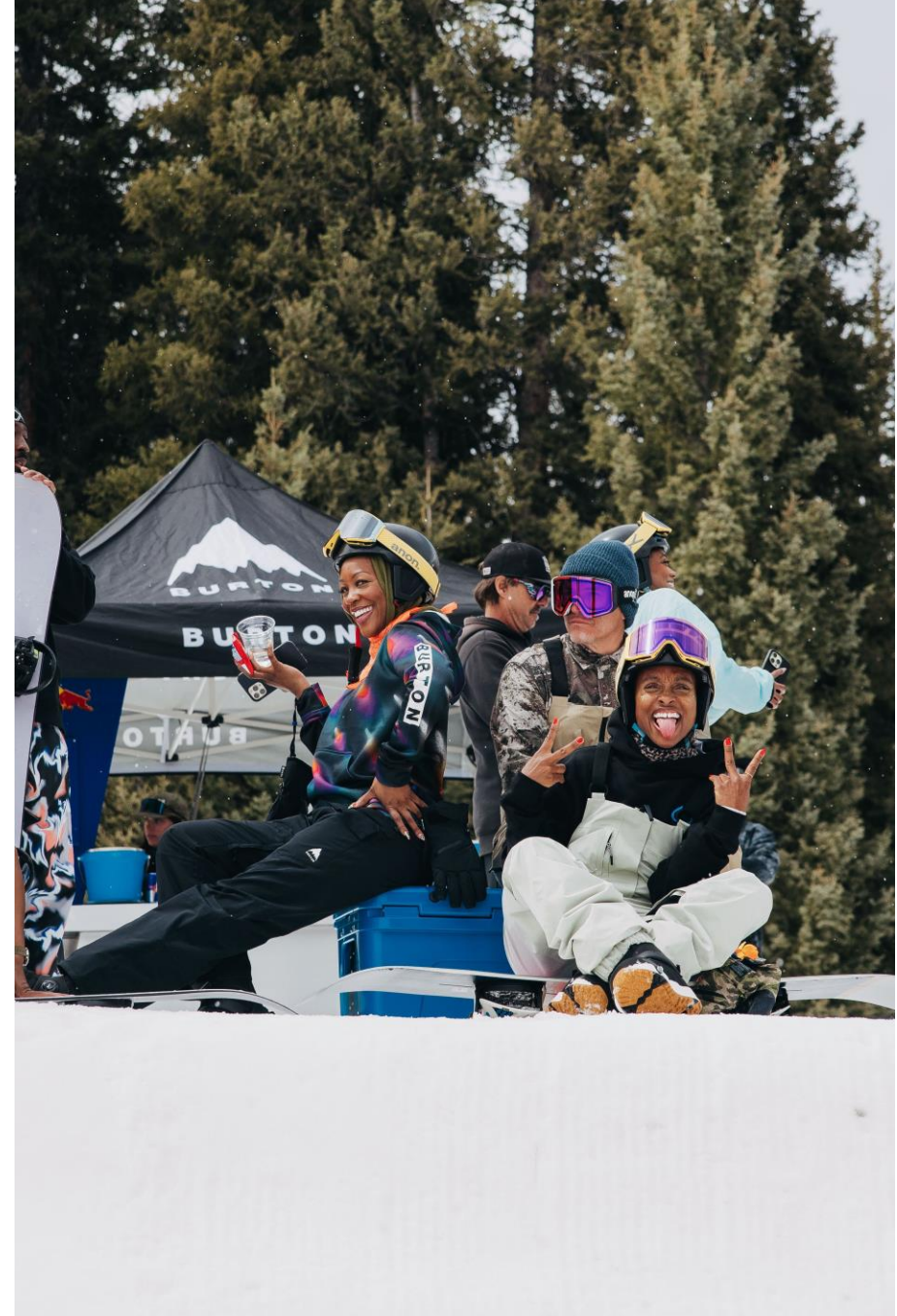
Landing Page Views

**250M**

PR Hits

**260**

Contest Entries/ New Signups





# ORGANIC SOCIAL PERFORMANCE

## BY THE NUMBERS

### OWNED PERFORMANCE

2024

**614K**

Video Views

**52K**

Total Engagements

**1.51%**

Average Eng. Rate

**962K**

Impressions

2025

**2.5M**

Video Views

**83K**

Total Engagements

**1.4%**

Total Engagements

**3.2M**

Impressions





# EVENT METRICS

## ATTENDEE BREAKDOWN

2024

**152**

Total People

► **120**

VIP / Partner Invites

► **32**

Staff (Burton & Contractors)

► **12**

Advocacy Organizations

► **64**

New Attendees

2025

**178**

Total People

► **93**

VIP / Partner Invites

► **33**

Staff (Burton & Contractors)

► **13**

Advocacy Organizations

► **68**

New Attendees





# PARTICIPANT SATISFACTION

**4.5**

Overall Event Rating (1-5 scale)

**5**

How likely are you to tell a friend about Culture Shifters? (1-5 scale)

**5**

How likely are you to attend again? (1-5 scale)

**4.3**

How effective is CS at shifting culture to be more inclusive to all people? (1-5 scale)



# TESTIMONIALS

## ATTENDEE QUOTES

“This is a one of kind event and no one is doing anything even close to this”

“The impact this event has on attendees and those who see themselves more on the mountain online. This year felt like a beautiful evolution of the event, bringing many new and familiar faces together to exchange ideas, support one another, and bring diversity to the sport and mountains.”

“Culture Shifters brings people into the snow world who don’t usually have the access or opportunity—and it makes sure they ALL feel welcome.”

“What a transformative experience. The joy, community, and camaraderie was so powerful. Two weeks later I’m still struggling to find the words to capture the essence of Culture Shifters! It was truly inspiring to connect with people from all walks of life (and different skill levels) and unapologetically celebrating that we do belong and this is for us. I was humbled by the literal and figurative flowers I received and I’m honored that I was able to be a part of this life-changing event.”

I’m truly grateful for the support and encouragement I received from this group. Stepping into new spaces, trying new things, and meeting new people can feel daunting at times. But when you allow yourself to stay open to both the guidance of others and the spirit of adventure, you create space for meaningful connections to form. Choosing to believe in your belonging and releasing fear can open the door to extraordinary experiences.”


“My biggest takeaway from Culture Shifters was the reminder that we’re not just participants in this outdoor space—we’re shaping it. Being surrounded by so many creative, driven, and unapologetically authentic people showed me that representation isn’t just about visibility it’s about building spaces where we can thrive, lead, and redefine the culture together. The mountains hit different when you’re riding with your squad”






# SOCIAL HIGHLIGHTS







**brooklyn\_wilderness** and hoodst ...  
Limelight Hotel Snowmass

**brooklyn\_wilderness** Today, I stood with [@zebpowell](#) and [@selema](#) at the Burton Culture Shifters Summit and received my flowers for the work [@omard809](#) and I started back in 2009 to break barriers and bring the culture to the mountain.

We had a dream: to make snowboarding accessible, free, and empowering for kids who never imagined this world was for them. A decade and a half later, [@hoodstowoods](#) is not just a program —it's a movement! We've taken youth from city streets to chair lifts, from hesitation to confidence, from never-ever to riding up the gondola at [@mountaincreek](#) .


I'm so Grateful. Humbled. Inspired. And




**744 likes**  
April 15

Log in to like or comment.







**rongriswell** • Follow  
Mix: 808toofly • die4you (melody on... ...

**rongriswell** [#burtoncultureshifters](#) year 5 🏔️🎿

What began as a simple idea to share the magic of snowboarding has evolved into something special. [@zebpowell](#) [@selema](#) [@burton](#) & [@burtonsnowboards](#) are reshaping how the sport is depicted and experienced.

Part of me wished I caught those earlier invites, but frfr? This year was the perfect moment for someone like me to pull up. The level of intentionality in curating this space and community deserves special recognition — culture shifter advisors like [@jujumil](#) & [@quannah.rose](#) are carefully honoring and nurturing the energy this event and the industry needs.



**161 likes**  
April 28

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# SOCIAL HIGHLIGHTS



quannah.rose • Follow

quannah.rose "What the helly, BURTON(culture shifters 2025)?" My favorite time of year, @burton Culture Shifters 2025, was truly one for the books. The amount of icons, change makers, culture shifters, and baddies we got to bring out to the slopes for either their first time ever or their last run of the season. Mahsi'choo to the Burton team, @donnacarpenter @selema @zebpowell and @ariaporte for creating space and including BIPOC people within the outdoor industry and including me on the Advocacy Panel and bringing some amazing people from my community 🌟🍷🍷 excited to see more ndns n allies in the mountains and on boards throughout the years! I have so many ideas😎😎 Like last year, usually leaving work trips/events, I leave exhausted and excited to be back in bed resting but

♥️ 💬 🗒️

Liked by **andrewbarber23** and others  
May 8

Log in to like or comment.



willan2shred • Follow  
Snowmass Village, Colorado

willan2shred This past week has been difficult to put into words. I feel so honored and blessed to have had the opportunity to connect with so many amazing people at #burtoncultureshifters.

For a long time I've felt like an "only" while on the mountain, but this week I got to experience what it's like to be a part of the many. The many who have shared experiences similar to my own, the many who've had others attempt to steal their joy, the many that have persevered through it all. Hearing so many powerful voices reminded me why I snowboard; for the next generation of black and brown riders to feel like there is opportunity for them. To be inspired and realize they are not alone. Thank you @burton

♥️ 💬 🗒️

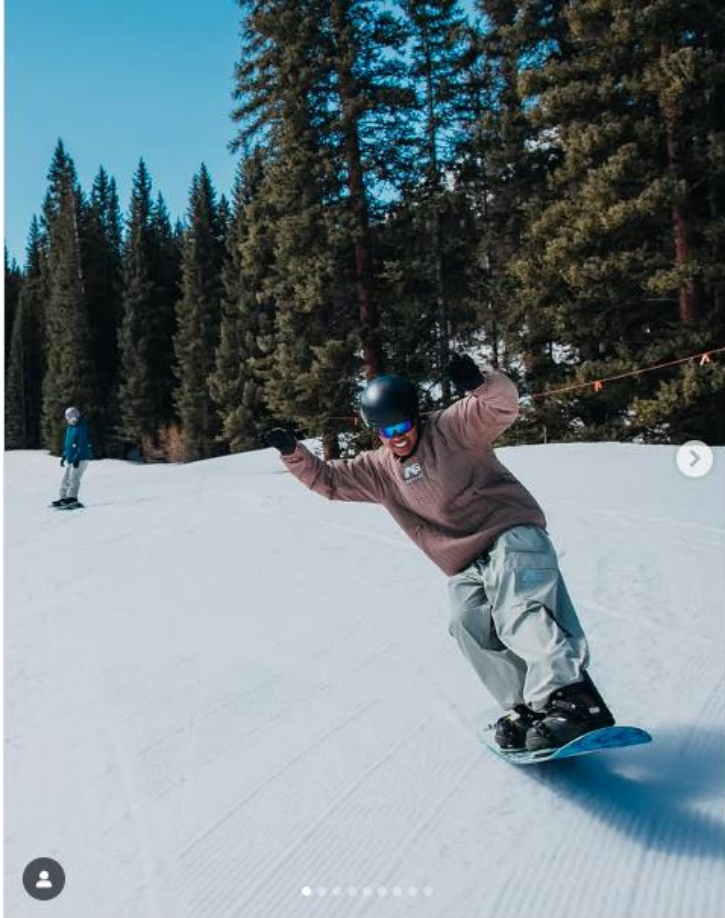
217 likes  
April 21

Log in to like or comment.





## SOCIAL HIGHLIGHTS



...

Close



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+

1w Reply



255



# HARDGOODS/SOFTGOODS



## UNIQUE TOUCH

Custom Garment Bags

This year we wanted to create something different for each guest. We designed custom garment bags for everyone.



## ANON

Every guest was provided with a pair of Anon goggles with their outwear kits.



## GEAR HAND OUT

Let the reunion begin

Hands down the best part. We successfully dressed 93 VIP Guests with customized fits.



## SETUPS

98 complete board, boot, and binding setups distributed



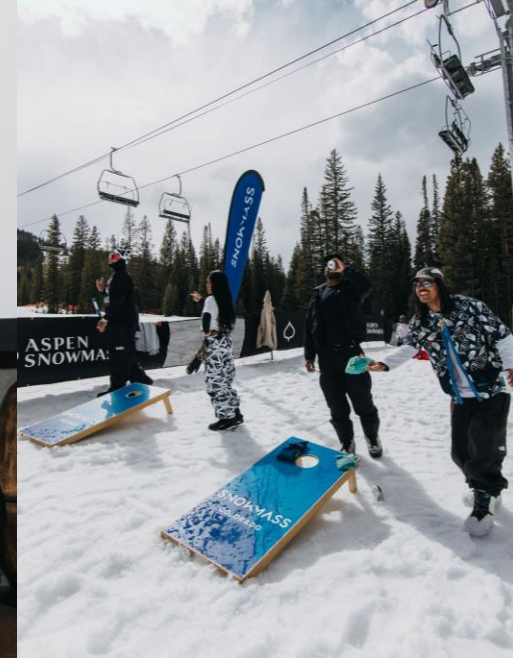
## CURATED

Hard goods set ups fully curated and adjusted to rider's unique needs on mountain. Burton Hardgoods staffers curated and fit every board, boot, and binding to each rider.





# PARTNERSHIPS SUMMARY



## Red Bull

Red Bull partnered with CS25 via monetary contribution, invited VIPs & staff, activations, and content gathering.

Activation: Red Bull Turn It Up, On-Snow Lounge DJ & Jeep

## Aspen

Aspen partnered with CS25 via monetary contribution, invited VIPs & staff, gifting (hoodies), and content gathering.

## YETI

YETI partnered with CS25 via monetary contribution, invited VIPs & staff, gifting (water bottles and tumblers), and an activation.

Activation: YETI Film Night

## Ikon Pass

Ikon Pass partnered with CS25 via monetary contribution, invited staff, gifting (neck warmers), and an activation.

Activation: Ikon Pass Awards

## Snowmass Tourism

Snowmass Tourism partnered with CS25 via monetary contribution, a branding moment (corn hole), and content gathering.



## Proximo Spirits

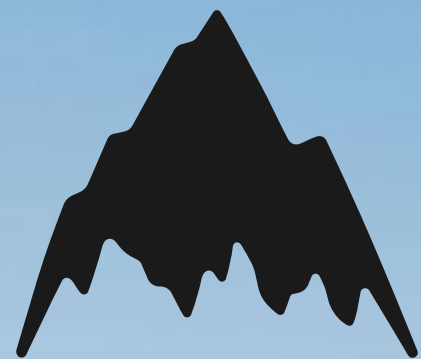
Proximo Spirits partnered with CS25 via monetary contribution, contribution to F&B and an activation.



## Open Beer

Open Beer partnered with CS25 via monetary contribution and contribution to F&B.





**BURTON**

