

• UAE • ALPINE SLALOM • MEDIA KIT 2026/27

ALEX ASTRIDGE

UAE's first Winter Olympian, and the
nation's flag bearer at Milano Cortina 2026.

WINTER OLYMPICS

1ST UAE MAN

MILANO CORTINA

FLAG BEARER

ASIAN WINTER GAMES

17TH SLALOM

GCC RANKING

NO. 1 SLALOM



◆ ABOUT

FROM AN INDOOR SLOPE IN THE DESERT TO THE OLYMPIC STAGE

Raised in Dubai from six months old. Skiing at Ski Dubai at three, racing at seven, and its first sponsored athlete at ten.

Four-time UAE overall best skier and an International Business Management student at Heriot-Watt University Dubai. Slalom specialist, Ski Dubai club.

2024

WINTER YOUTH OLYMPICS

Gangwon. Back from a broken leg to become the UAE's first Winter Youth Olympic ski racer.

38TH

2025

ASIAN WINTER GAMES

Harbin. Then the first UAE alpine skier to qualify for the Winter Olympics.

17TH

2026

WINTER OLYMPICS

Milano Cortina. Raced slalom and carried the UAE flag.

FLAG

A STORY THE MEDIA FOLLOWS

45+

mixed-zone interviews at the 2026
Olympics

7,000+

Instagram followers @alex_astridge

OLYMPICS.COM

FIS

THE NATIONAL

THE INDEPENDENT

GULF NEWS

GQ MIDDLE EAST

ALETHAD

IL GIORNO

BLICK

AL BAYAN

VIRGIN RADIO

DUBAI EYE 103.8

COVERED IN 12 LANGUAGES, FROM ARABIC TO KOREAN

ONE SEASON, FOUR CONTINENTS

OCT

Dubai
Ski Dubai training

NOV–JAN

Italy
Livigno and Ponte di Legno, races in Turkey

JAN–MAR

Championships
Three championships across three continents

MAR–JUN

Italy
Temù, Stelvio glacier and dry-land block

JUL–SEP

South America
South American Cup and training

15–25 JAN 2027

**FISU WORLD
UNIVERSITY GAMES**

Changchun, China

1–14 FEB 2027

**FIS ALPINE WORLD
CHAMPIONSHIPS**

Crans-Montana, Switzerland

2–12 MAR 2027

**FIS ALPINE JUNIOR
WORLDS**

Lake Placid, USA

◆ PARTNER WITH ME

A RARE UAE STORY YOUR BRAND CAN OWN

01

Helmet

One exclusive headline placement, seen in every race and interview.

02

Race suit and jacket

Positions across race and training kit.

03

Content and appearances

Posts, reels, campaigns, school visits and staff talks.

04

Products and services

In-kind support: food, recovery, gym, travel or kit.

Every partnership is shaped around your goals, from global brands to local businesses.

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