



Let the Stoke Begin: Giro Partners with Level 1 on Film Tour and Helmet Collab



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2 min read

Ski season hasn't yet begun, but that magical moment when enough snow covers the slopes and chairlifts spin once again is just around the corner.

And nothing says a fresh season of making turns is almost here quite like a new crop of ski films hitting theaters in ski towns around the continent. Ski films, for the uninitiated, are action flicks that niche media companies debut each fall to frenzied crowds of skiers and snowboarders stoked for winter to begin.

This year, one of those companies looked to our own **Giro Sport Design** for a key partnership.

Giro is a presenting sponsor for the [Level 1 Freeski Film Tour](#), which kicks off tonight in Boulder, Colo.—coincidentally, the home of the DragonFlyer's editorial offices—before moving on to several other cities, including Bozeman on Sept. 23 and Salt Lake City on Sept. 25.

According to **Cam Price**, Marketing Manager for Giro, the brand is proud to partner with Level 1 on its Winter 25/26 freeski film tour.

"Founded in 1999, Level 1 has spent more than two decades documenting some of the most iconic and progressive skiing ever captured on film," Price said. "They're a crew of core skiers obsessed with creativity, storytelling and

discovering the next generation of talent and style that pushes the sport forward. Their audience spans lifelong ski fans to the newest generation of riders—always celebrating progression and expression.”



Click to see the tour's dates and locations.

But that’s not all. As part of Giro’s partnership with Level 1, the brand also created a limited-edition Giro x Level 1 collection featuring the **Ledge Mips Helmet** and **Method Goggle**. See the photo below for a sneak peek at the new helmet collab.

“The graphics draw inspiration from ski filmmaking heritage and Giro athlete Tom Wallisch,” Price said. “The collection will be teased at select tour stops, available for pre-order at [Level1Productions.com](https://level1productions.com) and launching exclusively on [Giro.com](https://giro.com) (North America) in December 2025.”



Shout-out to Price and the Giro team for sponsoring Level 1 on their 25/26 film tour and collaborating with them on the helmet design.

Be sure to check out the film if you can, because each tour stop is a party, a celebration, a reminder that a new season is almost here. It's a gathering of like-minded ski and snowboard enthusiasts as we ritualistically unite to watch these films en masse and celebrate both the sport and the brands that enhance our enjoyment of it. And this year, Giro will be front and center.

If you're interested in attending a show in Bozeman or Salt Lake, reach out to Price, who has a limited number of tickets available. If you want to learn more about ski film culture, check out this blog from yours truly, ["All Signs Point to Ski Season."](#)

And if you need to gear up for ski season, be sure to head over to [Giro.com](#) for the newest, coolest and most protective snow helmets and goggles on the market.