

# SKI & BOARD FESTIVALS



2019 SPONSORSHIP OPPORTUNITIES

**SAN FRANCISCO**

**PIER 35**

**NOV 2<sup>ND</sup> - 3<sup>RD</sup>**



**SANTA CLARA**  
**COUNTY FAIRGROUNDS**

**NOV 9<sup>TH</sup> - 10<sup>TH</sup>**

**SACRAMENTO**

**CAL EXPO CENTER**

**NOV 16<sup>TH</sup> - 17<sup>TH</sup>**





## EVENT PROFILE

This year, the Ski & Snowboard Festivals enter their 14th season. Ski and snowboard enthusiasts will once again come together in an interactive atmosphere. Highlights will include: interactive ski resort displays, new industry brands, sports entertainment displays and the largest winter sale of the season.

As in past years, each day will be paired with a brewery expo to further enhance the attendee experience and event draw.

The Ski & Snowboard Festivals are the perfect opportunity to reach out to new and active skiers and boarders and start them on a path to brand loyalty.



## DEMOGRAPHICS/AUDIENCE

The Festivals are geared towards both higher income families and the young professional crowd. The information below is speculation based on previous events and planned marketing, ticketing and promotional campaigns.

### ESTIMATED ATTENDANCE:

15-20K per event

### AGE:

Under 18: 6%  
College Age 18-24: 27%  
Young Adults 25-35: 38%  
Adults over 35: 29%

### PROFILE:

A savvy consumer loyal to brands they respect  
Image-conscious & Athletic  
High level of disposable income  
Early adopters of new ideas and technology

### GENDER:

56% MALE  
44% FEMALE

### HOUSEHOLD INCOME:

More than \$500K: 9%  
\$250K - \$500K: 18%  
\$100K - \$250K: 34%  
\$50K - \$100K: 21%  
Less than \$50K: 18%



## ADVERTISING MEDIA SUMMARY

The Ski and Snowboard Festival's comprehensive media relations campaign will reach out to more than 300 outlets in the sports, arts, food, wine, beer, festival, entertainment, and mainstream news media. The following is a projection based on past relationships:

### PRINT, TV, RADIO:

Established relationships with Ski Festival partners including various Bay Area and Lake Tahoe media outlets – KRON 4, TV 20, Live 105, Alice, KNBR, KFOG, The Bone – will result in comprehensive impressions to a broad spectrum of audiences leading up to, and during the event.

Existing print media relationships with SF Chronicle, San Jose Mercury, SF Examiner, Sac Bee and other regional publications will insure ad placement, reviews and editorial content in the months leading up to the event.

Press releases will be sent to all media outlets prior to the event.

### INTERNET:

SFSkifest.com - Ski & Snowboard Festival website will be updated and maintained year-round.

Exclusive internet promotional partnerships with Bar Area-based YELP.

Facebook campaign will provide a strong viral presence leading up to and during the event.

Access to San Francisco Ski & Snowboard Festival's opt-in email database of more than 140,000 members will showcase email newsletters about the event and special promotions leading up to the event.

Exhibiting resorts, and industry brands will use their email list to promote event.

### GRASSROOTS PROMOTIONS:

Apres', the official guide and exhibitor map to the Ski & Snowboard Festivals, will be produced prior to the event and distributed to each attendee.

Posters, Fliers and billboards featuring event sponsors, dates and information will be distributed throughout Northern California region prior to event.

Ski Fest street members will be visiting coffee shops, ski and bike shops, and various other locations with event fliers and posters prior to the event.





## SPONSORSHIP OPTIONS

<b>PRICING</b>	<b>Per Festival:</b>	<b>All 3 Festivals:</b>
BMX Show	<b>\$5,000</b>	<b>\$12,500</b>
Beer Garden	<b>\$3,500</b>	<b>\$8,000</b>
Yoga Sessions	<b>\$1,000</b>	<b>\$2,500</b>
Official Airline	<b>\$3,500</b>	<b>\$8,000</b>
Official Vehicle	<b>Depending on Display Size</b>	
Official Beverage	<b>\$2,000</b>	<b>\$4,500</b>
Official Snack	<b>\$2,000</b>	<b>\$4,500</b>
Official Destination	<b>\$5,000</b>	<b>\$12,500</b>