

SKI & BOARD FESTIVALS



2019 BREWERY OPPORTUNITIES

SAN FRANCISCO

PIER 35

NOV 2ND - 3RD



SANTA CLARA
COUNTY FAIRGROUNDS

NOV 9TH - 10TH

SACRAMENTO

CAL EXPO CENTER

NOV 16TH - 17TH





EVENT PROFILE

Since their inception in 2005, the SnowBomb Ski and Board Festivals have effectively gathered together a unique and sought after demographic. Our festivals create a fun and engaging atmosphere where top resorts and brands in the snow sports world exhibit their newest gear and offers. We've found that pairing these events with beer and wine tastings are a natural fit and truly gives the event its festival vibe. Adventurous by nature, our guests are extremely open to learning about new brands and are always looking for quality products and experiences. These festivals provide your business with the opportunity to attract new customers and gain valuable exposure within a hard to reach, and sought after, demographic.

San Francisco's Pier 35, Santa Clara's County Fairgrounds, and Cal Expo in Sacramento latest innovations and trends in the industry alongside educational displays and tastings from California breweries. We have a strong focus on charity and work with 501c3 non-profit organizations to make sure we're giving back to the industry we love. As a result, we ask beer exhibitors to donate 2 kegs or cases, or equivalent, to our non-profit partner.



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%



PROMOTIONAL PARTNERS

The Ski and Snowboard Festival's comprehensive media relations campaign will reach out to more than 500 outlets in the sports, arts, food, beer, festival, entertainment, and mainstream news media. Our promotional partners include:

TV: KRON 4, TV 20

RADIO: Live 105, Alice, KNBR, KFOG, The Bone

PRINT: SF Chronicle, SF Examiner, SJ Mercury and Sac Bee

ONLINE: SFSkiFest.com, Facebook, On the Snow

PREVIOUS PARTNERS:

Sierra Nevada Brewing Co.
Drakes Brewing Company
Lagunitas Brewing Co.
Ninkasi Brewing Co.
Speakeasy Ale and Lagers
Oskar Blues Brewing
North Coast Brewing
And more than 100 others..



EVENT SCHEDULE

SATURDAY & SUNDAY

This year, we will have tasting available on both days for San Francisco, Santa Clara, and Sacramento.

10:00 AM - Doors Open(*winter sale opens*)

1:00 PM - Beer Tasting begins

5:00 PM - Beer Tasting Ends

6:00 PM - Doors Close to Public



BREWERY REGISTRATION

FESTIVAL CHOICES

SAN FRANCISCO
(NOV 2-3)

SANTA CLARA
(NOV 9-10)

SACRAMENTO
(NOV 16-17)

BOOTH DETAILS:

COST:

DONATION:

STANDARD - 8FT TABLE

FREE

2 KEGS/CASES

TO REGISTER, PLEASE VISIT
WWW.SFSKIFEST.COM/VENDORS
OR CONTACT KATIE@SNOWBOMB.COM FOR FURTHER DETAILS.

Exhibition Space Location: San Francisco Ski & Board Festival, LLC reserves the right, in its sole and absolute discretion, to determine who will be permitted to display products as an exhibitor, and the size, location and configuration of exhibition space for which application is made. Nature of product displayed, number of booths requested, and other factors may influence, but does not guarantee location of exhibition space.

Resources Available: Power and WiFi are available at additional costs.

SKI & SNOWBOARD FESTIVAL, LLC - PO BOX 5068 TAHOE CITY CA - SFSKIFEST.COM/VENDORS