

SKI & BOARD FESTIVALS



2019 SPONSORSHIP OPPORTUNITIES

SAN FRANCISCO

PIER 35

NOV 2ND - 3RD



SANTA CLARA
COUNTY FAIRGROUNDS

NOV 9TH - 10TH

SACRAMENTO

CAL EXPO CENTER

NOV 16TH - 17TH





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 Bay 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

PRICING	Per Festival:	All 3 Festivals:
BMX Show	\$10,000	\$25,000
Beer Garden	\$8,000	\$19,000
Yoga Sessions	\$5,000	\$12,000
Official Airline	\$7,000	\$15,000
Official Vehicle	\$10,000	\$25,000
Official Beverage	\$5,000	\$12,000
Official Snack	\$2,000	\$4,500
Official Destination	\$5,000	\$12,000