

# NOR CAL SKI & SNOWBOARD FESTIVAL

## 2021 PARTNERSHIP & MARKETING OPPORTUNITIES

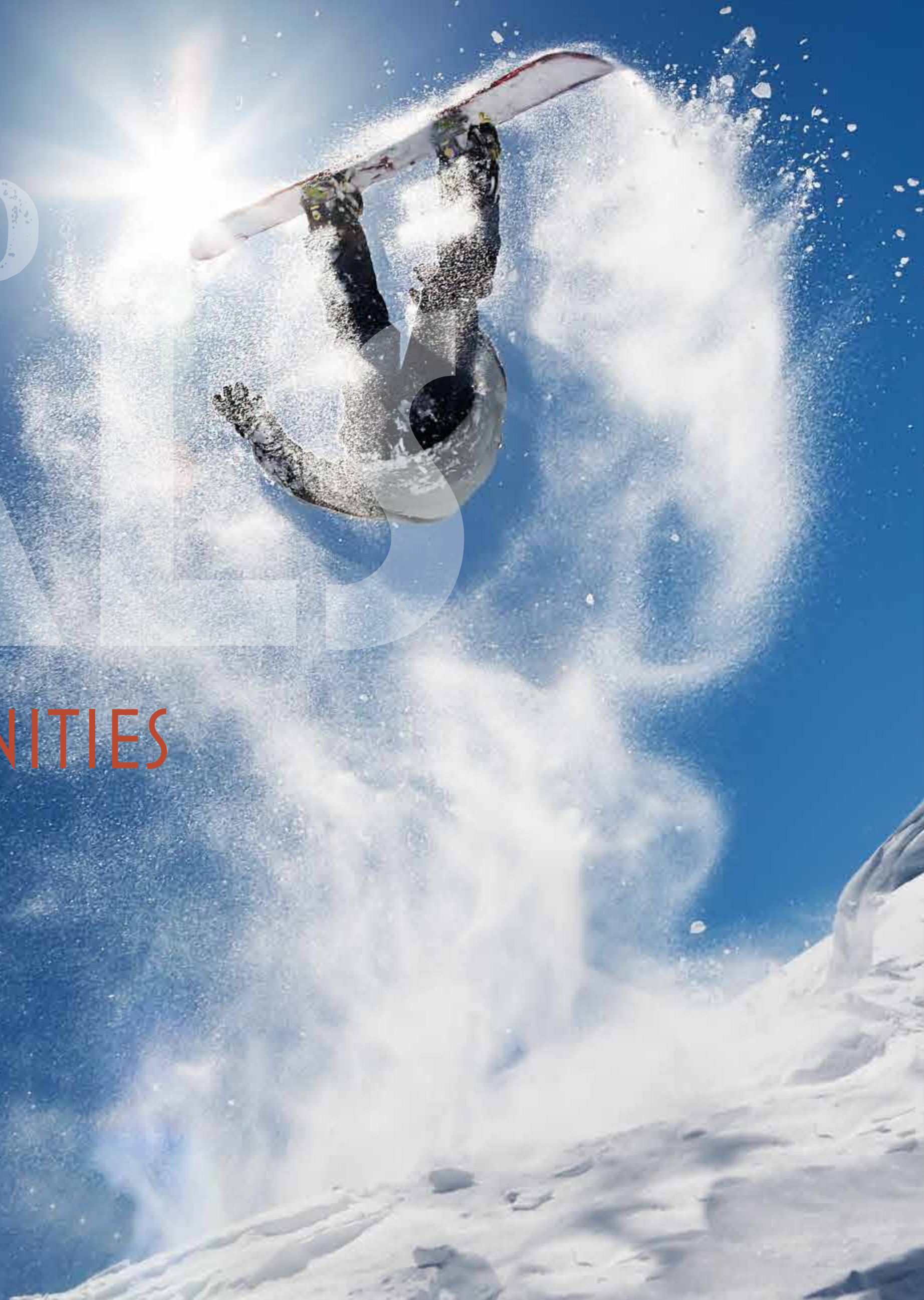
Reach over 150,000 Ski and Snowboard enthusiast both in person and online

- Access to an email database of 120K current and previous customers
- Brand recognition at 3 of the biggest ski/snowboard shows in the country
- Dive inside to see multiple options for brand recognition, increasing skier/snowboard visits and acquiring new customers.

**San Francisco**  
PIER 35  
NOV 5<sup>TH</sup> - 7<sup>TH</sup>

**Santa Clara**  
COUNTY FAIRGROUNDS  
NOV 12<sup>TH</sup> - 14<sup>TH</sup>

**Sacramento**  
CAL EXPO CENTER  
NOV 19<sup>TH</sup> - 21<sup>ST</sup>







# BE SEEN

## ADVERTISING, MARKETING, BRANDING

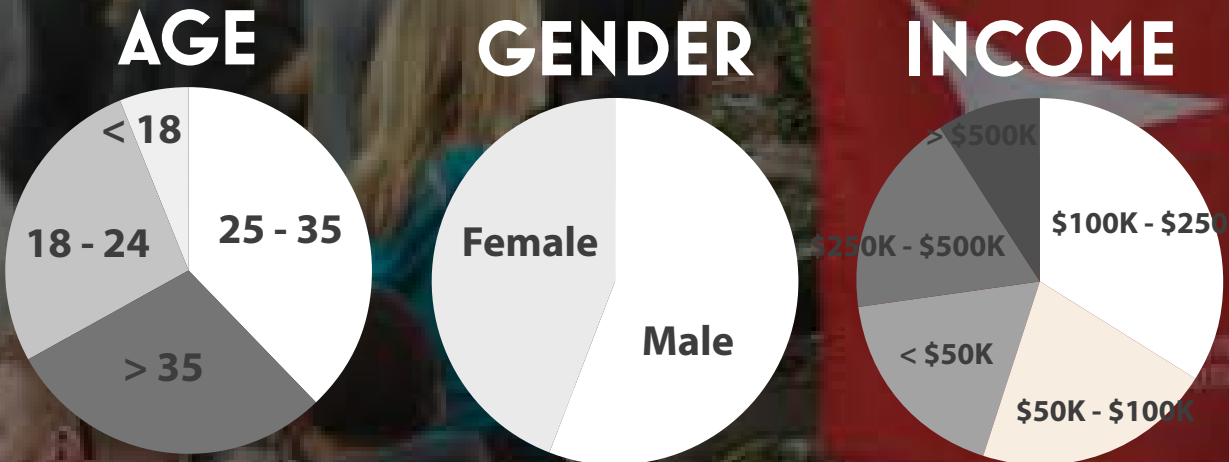
The Nor Cal Ski & Snowboard Festivals have exhibitors, sponsors and clients across multiple industries. Your brand will have maximum exposure prior to the winter season and maintained through the year.

### ATTENDANCE

SAN FRANCISCO - SAN JOSE - SACRAMENTO

**15-20K** per event

### DEMOGRAPHICS



### EMAIL DATABASE

**120K** current & former customers





# EVENT PROFILE

## WHAT ARE THE SKI & SNOWBOARD FESTIVALS?

The Nor Cal 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.

Throughout 15 years of creating an environment for the ski & snowboard, wellness & fitness and travel industries to connect with customers across Northern California, we have an incredible festival that allows your brand to grow and create new consumer bases.

This year, the Ski & Snowboard Festivals enter their 15th 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.



# FESTIVAL BOOTHS

We have multiple booth sizes and placements available, please contact us if you have any special requests or questions. **Confirm your booth with a contract by August 1st for SIGNIFICANT discount pricing!**

BOOTH SIZE	EARLY BIRD	STANDARD
10' x 10'	\$999 <small>per festival</small>	\$1,500 <small>per festival</small>
10' x 20'	\$1,999 <small>per festival</small>	\$2,750 <small>per festival</small>
20' x 20'	\$4,000 <small>per festival</small>	\$5,000 <small>per festival</small>

## San Francisco

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## Santa Clara

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# SPONSORSHIPS

## ADDITIONAL OPPORTUNITIES

ALL SPONSORSHIPS INCLUDE A IOxIO BOOTH

### SPONSORSHIPS

Per Festival:

All 3 Festivals:



~~BMX Show Sponsor~~

~~\$15k~~

~~\$30k~~

**SOLD!**

BMX ramp/show with YOUR LOGO and sponsor recognition in print and from MC. IOxIO booth included.



Official Vehicle Sponsor

\$15k

\$30k

Up to 4 sponsor vehicles placed throughout show(s) & sponsor recognition in print and from MC. IOxIO booth included.



Official Airline Sponsor

\$15k

\$30k

Logo placement throughout venue and sponsor recognition in print and from MC. IOxIO booth included.



Official Beer Sponsor

\$10k

\$20k

Major logo/banner placement throughout venue. Sponsor recognition in print and from MC. IOxIO booth included.



Official Wine Sponsor

\$10k

\$20k

Major logo/banner placement throughout venue. Sponsor recognition in print and from MC. IOxIO booth included.



~~Official Booze Sponsor~~

~~\$10k~~

~~\$20k~~

**SOLD!**

Major logo/banner placement throughout venue. Sponsor recognition in print and from MC. IOxIO booth included.



Official Beverage Sponsor

\$10k

\$20k

Major logo/banner placement throughout venue. Sponsor recognition in print and from MC. IOxIO booth for sampling product included



Official Snack Sponsor

\$10k

\$20k

Major logo/banner placement throughout venue. Sponsor recognition in print and from MC. IOxIO booth for sampling product included



Yoga Sponsor

\$5k

\$10k

Major logo/banner placement in yoga area and throughout venue. Sponsor recognition in print and from MC.





# CONTACT US



## PLEASE REACH OUT

While this deck includes the main exhibitor/sponsor opportunities, we pride ourselves on being flexible and creative. If you have an idea you don't see in this deck, please let us know.. We're always willing to get creative!

**JIM MCALPINE**

Founder/Producer

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