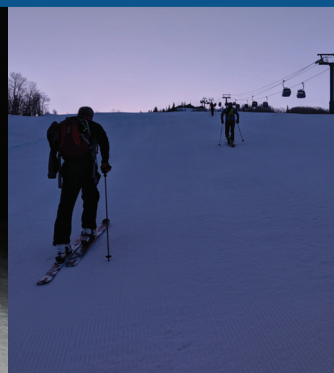


TOWN CHALLENGE

SKI ASCENT SERIES



2019-2020

SPONSOR GUIDE

JOIN US FOR THE

TOWN CHALLENGE SKI ASCENT SERIES

Dear Friends,

We are excited to announce a new opportunity for winter recreationalists and athletes in Steamboat Springs. Beginning in December, 2019, the City of Steamboat Springs, in partnership with Steamboat Skimo and Steamboat Ski and Resort Corporation, is proud to announce the Town Challenge: Ski Ascent Series.

The Ski Ascent Series will be an extension of the popular summer Town Challenge MTB Race Series. Similar in format, inclusiveness, and fun, the Ski Ascent Series will consist of five total races spread throughout the winter at both Steamboat Resort, as well as Howelsen Hill Ski Area. Events will include three unique divisions: Junior, Sport and Race, and will take place on designated Wednesdays and Thursdays from December through March.

We are very excited to present the emerging sport of Ski Mountaineering to Steamboat Springs, and want to provide you with an early opportunity to get involved with the series. As a Town Challenge: Ski Ascent Series sponsor, you will have the opportunity to highlight your business across a variety of unique marketing and promotional elements, both onsite at races, and at all pre and post race events.

For those unfamiliar with the sport of Ski Mountaineering (Skimo), races consist of an uphill start for skiers and snowboarders. Racers climb, with skins, to a designated transition point. At that transition point, racers switch to a downhill mode, and ski to the next transition point to begin climbing again. Participants encounter 1-3 climbs based on their division, with descents spread throughout the mountain, until the final drop to the finish. Ski Mountaineering has enjoyed tremendous support in Europe for decades, and is now seeing an emergence in the United States with the simultaneous growth of uphill skinning at resorts across the country.

To help make this newly expanded series a success, we need your help. The following pages present current series sponsorship opportunities, as well as, further details on the race series. Please take the time to read through this document and let us know if you, or your organization, is interested in partnering with us to make this series a success from the start. As always, we are happy to work with you to come up with a custom package that meets your business goals and objectives. If you would like to explore additional options with a custom package, please feel free to reach out directly for more information and options.

We are so grateful for your consideration, and can't wait to see the series take off this December.

Warm Regards,

Ski Ascent Series & Steamboat Skimo

steamboatskimountaineering@gmail.com



TOWN CHALLENGE SKI ASCENT SERIES

SPONSORSHIP OPPORTUNITIES

LIKE EACH OF OUR RACES, THE TOWN CHALLENGE SKI ASCENT SERIES IS A UNIQUE MARKETING OPPORTUNITY FOR BUSINESSES AND ORGANIZATIONS LOOKING TO CONNECT WITH THEIR TARGET CONSUMERS AND THE COMMUNITY. OUR SPONSORSHIP PACKAGES INCLUDE A VARIETY OF PROMOTIONAL OPPORTUNITIES, AND WE CAN WORK WITH YOU TO DEVELOP A PACKAGE THAT MAXIMIZES YOUR EXPOSURE, AND MEETS YOUR MARKETING GOALS AND BUDGET.

BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFITS	PRESENTING SPONSOR \$2,500	RAFFLE SPONSOR \$1,500+ (IN-KIND)	GOLD SPONSOR \$1,000	SILVER SPONSOR \$500	BRONZE SPONSOR \$250
SPONSOR EXCLUSIVITY	EXCLUSIVE ONE (1) SPONSOR	NON-EXCLUSIVE UNLIMITED SPONSORS	NON-EXCLUSIVE UNLIMITED SPONSORS	NON-EXCLUSIVE UNLIMITED SPONSORS	NON-EXCLUSIVE UNLIMITED SPONSORS
# OF FREE RACE ENTRIES	10 RACE ENTRIES	8 RACE ENTRIES	8 RACE ENTRIES	5 RACE ENTRIES	2 RACE ENTRIES
PRE-RACE RECOGNITION					
SOCIAL MEDIA PROMOTION SPONSOR RECOGNITION & TAGS ON ALL TOWN CHALLENGE SOCIAL MEDIA POSTS					
WEBSITE PRESENCE LOGO INCLUSION / SPONSOR RECOGNITION ON TOWNCHALLENGE.COM WEBSITE					
E-MAIL BLASTS LOGO INCLUSION / SPONSOR RECOGNITION ON ALL RACER COMMUNICATIONS					
RACE SERIES POSTER LOGO INCLUSION ON TOWN CHALLENGE EVENT POSTERS DISTRIBUTED LOCALLY					
PROMOTIONAL MATERIALS LOGO INCLUSION / SPONSOR RECOGNITION IN ALL COLLATERAL & PROMOTIONAL ITEMS					
PRINT ADVERTISEMENTS LOGO INCLUSION / SPONSOR RECOGNITION IN ALL TOWN CHALLENGE PRINT ADS					
RADIO PROMOS SPONSOR RECOGNITION ON ALL TOWN CHALLENGE RADIO PROMOS (4+ MONTHS)					
AT-RACE RECOGNITION					
ON-SITE PRESENCE OPPORTUNITY TO SET UP A TABLE/BOOTH ON-SITE AT RACES/EVENTS					
LIVE ANNOUNCEMENTS SPONSOR RECOGNITION DURING RACES AND AT ALL PRE/POST RACE EVENTS					
SPONSOR BANNER OPPORTUNITY TO SUPPLY AND DISPLAY BANNER AT ALL RACES/EVENTS					
POST-RACE RECOGNITION					
THANK YOU ADVERTISEMENT LOGO INCLUSION IN TOWN CHALLENGE END-OF-SEASON "THANK YOU" AD					

COMBO PACKAGES (CASH + IN-KIND AVAILABLE | IN-KIND \$ AMOUNTS ABOVE = WHOLESALE VALUE

TOWN CHALLENGE SKI ASCENT SERIES

HIGHLIGHTS



EXTENDED EXPOSURE - 5 Races Across 4 Months
Post-Race Parties | Pre/Post Season Promotion & Events

DIVERSE AUDIENCE - Youth | Adult | Families

STRONG PROMOTIONAL MIX
Onsite | Online | Print | Radio | Social Media

SOMETHING FOR EVERYONE - 3 Unique Race Divisions

PROVEN TRACK RECORD
Expansion of Existing Event w/ Strong Community Ties

2019-2020 SCHEDULE

DECEMBER 18 - Steamboat Resort
JANUARY 15 - Steamboat Resort
FEBRUARY 26 - Howelsen Hill / Sprint Race

MARCH 11 - Steamboat Resort
MARCH 26 - Steamboat Resort / Vertical Race

2019-2020 SPONSORSHIP AGREEMENT

SPONSORSHIP LEVEL

- PRESENTING SPONSOR: \$2,500 CASH
- RAFFLE SPONSOR: \$1,500 IN-KIND CONTRIBUTION
- GOLD SPONSOR: \$1,000 CASH
- SILVER SPONSOR: \$500 CASH
- BRONZE SPONSOR: \$250 CASH

CASH: _____ IN-KIND VALUE: _____

NOTES/DETAILS:

CONTACT

FOR MORE INFORMATION OR TO
BECOME A TOWN CHALLENGE
SPONSOR, PLEASE CONTACT:

EMILY HINES
EHINES@STEAMBOATSPRINGS.NET
970-871-7031

PLEASE MAKE CHECKS PAYABLE TO:

City of Steamboat Springs
MEMO: Ski Ascent Series

MAIL CHECKS TO:

City of Steamboat Springs
Parks & Recreation
P.O. BOX 775088
Steamboat Springs, CO 80477

TO PAY VIA CREDIT CARD CONTACT:

Emily Hines
ehines@steamboatsprings.net
970-871-7031

BUSINESS NAME: _____

BUSINESS REP. EMAIL: _____

BUSINESS REP. NAME: _____

BUSINESS REP. PHONE: _____

SIGNATURE: _____

DATE: _____