

Crotched Mountain Race Program Sponsorship Proposal

Support youth ski racing at Crotched mountain! These sponsorship packages are sold by the 501C non-profit Crotched Mtn Race Club and Crotched Mountain Ski and Ride. All proceeds directly benefit the race community at Crotched and will help purchase new race materials.

A sponsorship with the Crotched Race Program is an opportunity to get your brand out there to our group of core, ski racing enthusiasts. With direct access to our race demographics via a variety of marketing channels and sponsorship packages that can be flexible to fit any needs or desires, a race program sponsorship stands to benefit any company via brand presence, converted customers and support of the ski racing community.

Crotched Mountain has a strong race culture that is built on a high level of coaching expertise, proximity of the resort to communities for race training, a strong race community driven by the Race Club and the hosting of past major race events, like McConnell Division Collegiate races and the Telemark National Championships (2016). In addition, Crotched Mtn is a favorite of racers because of its steep fall line, night skiing and the Rocket Chair, southern NH's only high-speed chairlift.

Crotched Mountain Race Program Data

- 2,500 Ski racers per season, core demographic.
- 100,000+ annual guest impressions.
- 140+ Race Club members ranging from ages 5-18+ parents.
- 15+ USSA sanctioned race events each winter season.
- Race training 4 days a week (midweek) by USSA and High School race teams.
- McConnell Division Collegiate Races.
- FIS Telemark National Championships attended by the US and Canadian Telemark Ski Teams.
- Slalom and GS sanctioned race disciplines.
- 200+ member Adult Race League hosted twice a week.
- Nighttime races and training. 100% slope lighting.

Sponsorship Contacts

If interested in a package, please contact our Race Program Sponsorship program coordinators, Kevin and Andy. Have a different idea of where you'd like to present your brand, directly to our ski demographic? We're open, let us know what you're thinking!

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Kevin Tronkowski; Race Club President
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Sponsorship Packages

We can offer a variety of different branding opportunities that market directly to our core ski racing community. Here's a brief overview of what we have available, with expanded details listed below in the proposal.

Sponsorship Package Costs

Supporting Sponsor \$1,000 (1-year agreement)

- Website (crotchedmtn.com and the Race Club website), digital displays and race results branding.

Premiere Sponsor \$2,000 (3-year agreement)

- Supporting sponsor deliverables, plus ATC signage and awards backdrop branding.

Elite Sponsor \$5,000 (only one elite sponsorship available; 3-year agreement)

- Premiere sponsor deliverables, plus race fence and bib branding. Exclusive branding on race fencing and bibs.

TERMS

- All sponsorship agreements will be valid for a (3) year period. Valid winter seasons will be 16-17, 17-18 and 18-19. Sponsorship programs are valid during open winter seasons only, roughly mid-Dec through mid-April.
 - All materials with branding presence will be created in the 16-17 season and used through the 18-19 season, unless necessary to update due to wear and tear, or destruction of materials. Decisions on branded material updates is solely the responsibility of Crotched Mtn, but materials will be updated within reason, if necessary.
- Cash may be combined with coupon or discount programs for race club community. No product will be traded unless expressly agreed upon.
- Any crotched lift ticket bundles and/or season pass trades will be valid for the 16/17 season only. Even though the branding is a 3-year deal, ski privileges are limited to one year, unless otherwise discussed.
- A deadline for package execution and artwork deliverables will be communicated after completion of any sponsorship agreement. All parties will need to review and sign an agreement.

Sponsorship Package Deliverables

Supporting Sponsor Deliverables

- **Website Presence:** Company logo included in sponsor bar on crotchedmtn.com and Race Club website.
- **Digital Displays:** Company logo displayed on all race related digital displays, like schedules and event content.

- **Race Results:** Company logo included on all race results, in electronic and paper form.
- **Custom Packages:** Have other desires with your sponsorship package? We'll be happy to discuss custom options for each business, just give us a shout!

Premiere Sponsor Deliverables

- **Awards Step and Repeat Backdrop:** Company logo printed on step and repeat podium backdrop.
- **Athletic Training Center Signage:** Company logo and name on sponsor thank you sign, located on the ATC building.
- **Website Presence:** Company logo included in sponsor bar on crotchedmtn.com and Race Club website.
- **Digital Displays:** Company logo displayed on all race related digital displays, like schedules and event content.
- **Race Results:** Company logo included on all race results, in electronic and paper form.

Premiere and Elite sponsor packages may include the following items:

- **Crotched Lift Ticket and/or Company Season Pass Packages:** packets of lift tickets or season passes can be included in sponsorship deals.
- **Custom Packages:** Have other desires with your sponsorship package? We'll be happy to discuss custom options for each business, just give us a shout!

Elite Sponsor Deliverables

- **Race Bibs:** Company logo on front part of race bibs used for all alpine races.
- **Event Fencing:** Company logo printed on each section of event fencing, used for all races.
- **Awards Step and Repeat Backdrop:** Company logo printed on step and repeat podium backdrop.
- **Athletic Training Center Signage:** Company logo and name on sponsor thank you sign, located on the ATC building.
- **Website Presence:** Company logo included in sponsor bar on crotchedmtn.com and Race Club website.
- **Digital Displays:** Company logo displayed on all race related digital displays, like schedules and event content.
- **Race Results:** Company logo included on all race results, in electronic and paper form.

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Detailed Sponsorship Deliverables

Athletic Training Center Signage (race headquarters and athletic training center building)

Sponsor “thank you” signage hung on the front side of the ATC building, where race courses finish and the timing office is located. This is a very high traffic area, being adjacent to the Rocket chairlift and in the exact area that guests and racers spectate the action.

- 5’ x 5’ sign stating the name and logo of each Race Program sponsor.
- Example: “Thanks to our Race Program Sponsors” text with sponsor logos displayed below.

Impact/Impressions

- Seen by racers, spectators and general public alike throughout the entire season.
- 6 months of visibility in one of the highest traffic at the resort.
- 100,000+ possible impressions from annual ski traffic.

Race Bib Logo Inclusion

300 lycra alpine race bibs will be customized with resort, race club and sponsor logos for all on-hill race events. These bibs are used for all USASA, Collegiate, Telemark race events and U race programs when racing at Crotched mountain. The bibs can be viewed in photos and video of race events, will be seen on-hill by racers and spectators and will remain in circulation with the race program for a period of 5 years. Sponsorship revenues will be used to cover the cost of the race bibs.

Deliverables: High quality JPEG or PDF version logos for inclusion on websites needed.

Impact/Impressions

- (300) physical bibs in circulation.
- Bibs will be used for on-hill racing, in all disciplines for a 5-year period.
- Sponsor logos will be prominently displayed in alphabetical order on the front, lower part of the race bibs.
- 15+ sanctioned race events each winter season.
- Local media coverage will include sponsor logo on bibs.
- Bibs used for such race events as the Telemark National Championships (hosted by Crotched in 2016 and 2018).

Awards Backdrop Logo Inclusion

Sponsor logo inclusions on award backdrops. Repeater backdrop would include Crotched Mtn, Race Club and sponsor logos.

- 8’ x 8’ repeater background used for all race and special events (with prizing). Repeater backgrounds will be made with vinyl banners and hung on wooden frames in each location
 - ATC deck awards area
 - ATC Interior awards area
 - Base lodge fireplace awards area

Impact/Impressions

- Sponsor logos will be prominently displayed in on the awards backdrop for all racing events
- 25+ race event award ceremonies each year
- Direct logo inclusion on awards backdrop. All awards ceremony media will include sponsor logos.

Event Fencing Logos

Sponsor logo inclusions on finish and event fencing, used for all race and on-hill special events, including race training and the Adult Race League. 800+ feet of finish fencing will be used regularly for finish corrals and any safety needs, during races and training. Logos would be very visible to racers and spectators alike. Great brand presence.

Deliverables: High quality JPEG or PDF version logos for inclusion on websites needed

Impact/Impressions

- Sponsor logos will be prominently displayed in alphabetical order on each panel of the event/finish fencing.
- 15+ sanctioned race events each winter season
- Fencing used for 60+ days for on-hill training
- Racing media coverage will include sponsor logos via event/finish fencing

Website Sponsor Logos

Sponsor logo inclusions on Crotchedmtn.com and the Race Club website. Sponsor bar inclusion on the race webpages, with logos linked to company/business pages directly. All race event details and schedules are viewed on both of these websites.

Deliverables: High quality JPEG or PDF version logos for inclusion on websites needed.

Impact/Impressions

- Crotchedmtn.com
 - 616,780 page views; Winter Season
 - 186,119 sessions; Winter season
 - Main source of information for the entire ski demographic
- Crotched Race Club site

Resort Postering and Digital Display Branding

Sponsor logo inclusions on all postering and digital displays in the base lodge area. Sponsor bar inclusion on all race related schedules, event posters and/or other signage in base lodge.

Digital display sponsor logo inclusions will rotate on a schedule and will be included on any race related communications. Displays rotate on a 30 second schedule, with no more than 4 individual displays at any one time.

Signage

- 8.5" x 11" Signs displayed in (20) locations throughout the base lodge area.
- 7" x 5" Signs displayed in (6) locations throughout the base lodge area.

Digital Displays

- (4) TV displays in ticketing area of base lodge. Directly above ticket windows. Weather and condition updates are also displayed, making this is a high traffic viewing area.
- (2) projector displays, one at the top of the main staircase and one near the entrance to the bar area. 8' x 8' displays sizes grab guest's attention as they walk through lodge and enter the Onset Pub and Lounge.
- (1) 50" ATC results TV, located directly in the athletic training center. The hub of activity for race results during races.

Impact/Impressions

- 100,000+ views per season.
- Direct access to all ski demographics.
- High traffic area viewing.
- Resort open 92 hours per week, providing more display time for messaging and sponsor logos than other resorts.
- Crotched has one of the largest Adult Race Leagues in the region, with 200+ racers on-hill two mid-week days, each week.