



EXECUTIVE SUMMARY

Executive Summary – Benefits of 2011-2012 Vertical Challenge Sponsorship

Envision an interactive venue enticing skiers and snowboarders to compete, enjoy great music, experience products, provide contact information, and leave with memorable brand impressions! This free, family-friendly series draws participants from all age categories, with a concentration among adults in the \$100,000-plus income group. Held at more than 30 Northeast resorts (including such prestigious locations as Okemo Mountain, Killington, and Sugarloaf), the event attracts 15,000 competitors and their families each year – a total of 300,000 consumers – with sponsor companies such as Chevrolet, Pepsi, and Muscle Milk reporting its proven value season after season.

Sponsors of the Vertical Challenge – which is the longest-running ski and snowboard promotional tour in North America – receive an impressive amount of exposure for their marketing dollars: from two-million-plus print ad impressions, to their own tent on the mountain for showcasing or sampling products and services, to the use of the Vertical Challenge database list. In addition, our experienced event planners and graphic designers work directly with each sponsor company to develop a customized marketing package to suit specific demographic targets and individual budgets.

The accompanying 2011-2012 Vertical Challenge Sponsorship Proposal details the benefits of sponsorship – including the community aspect of the events through the Make-A-Wish Foundation – and provides helpful case studies of how Vertical Challenge sponsors have benefited from the investment in previous years.

