



2011/2012

SKI SEASON



Ski & Snowboard Channel Brand Activation

The Vertical Challenge – 21 Years of Proven Grassroots Marketing

The ongoing problem...

- In tough economic times, companies need as many creative ways as possible to keep their names and products in front of their target customers.

The proven solution...

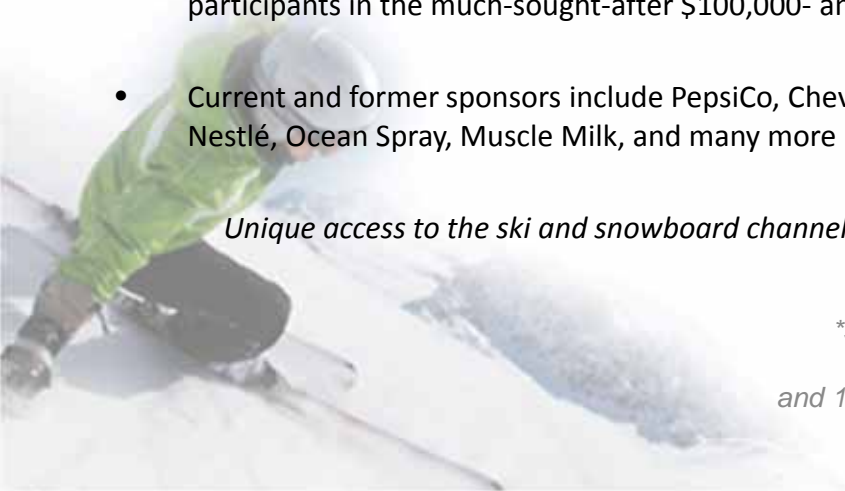
- The Vertical Challenge – the longest-running ski and snowboard promotional tour in North America – allows an impressive 210,000 consumers to see your brand name at this upcoming season's events!

Print advertising results in an additional two-million-plus impressions – putting your brand name before even more consumers in the lucrative ski and snowboard market.

- More than 30 resorts throughout the Northeast take part in this exciting annual five-month event, including such prestigious locations as Okemo Mountain, Killington, and Shawnee Peak.
- Vertical Challenge sponsors bring the fun and exhilaration of winter sports to consumers of every age – with a concentration of participants in the much-sought-after \$100,000- and \$200,000-plus annual income groups.*
- Current and former sponsors include PepsiCo, Chevrolet Trucks, Irving Oil, Verizon Wireless, Delta Dental, Volkl Ski, Frito Lay, Nestlé, Ocean Spray, Muscle Milk, and many more household brand names.

*Unique access to the ski and snowboard channel means **most sponsors return year after year.***

**31% of Vertical Challenge attendees earn \$100,000-\$199,999 per year pre-tax, and 19% earn more than \$200,000 per year pre-tax*



The Vertical Challenge – 21 Years of Good Sportsmanship and Community Spirit

Teaching Good Sportsmanship

- Sponsors know the Vertical Challenge is about more than “just” brand awareness. **Good sportsmanship** is one of two core values of the Vertical Challenge events. Organizers and sponsors work together to teach kids how to enjoy fun, safe competitions on the slopes.

Participants show their appreciation of the healthy sports environment and values-driven competition by returning to Vertical Challenge events – an average of 2.4 times each season.

Inspiring Community Spirit

- With every Vertical Challenge event featuring a fundraiser for the Make-A-Wish Foundation, **community spirit** is the second core value of these events. The excitement generated on the slopes has inspired countless kids to launch Make-A-Wish fundraisers in their own neighborhoods.

Thousands of dollars are raised at every Vertical Challenge event each season – enabling us to grant 139 Wishes over the last 20 years.



The Vertical Challenge – 21 Years of Face-to-Face Interaction

Showcase Your Brand

- Your own 10x10 space for a tent allows you to showcase your brand and interact directly with event attendees.

Our customized sponsorship packages allow you to choose the booth location that best fits your budget.

Brand Sampling Opportunities

- Sample your products right on the mountain! Conduct on-site promotions, distribute coupons, and have giveaways.

*One sponsor reported a total of **more than 17,000 in-person, one-on-one interactions** with potential customers and fans of their product in a single season!*

Carnival Atmosphere

- Deejay music... a continual round of contests and prizes... a spirited staff working hard to keep the activity and energy level around your tented booth space at an enthusiastic high. From early morning to the last run down the mountain, the twice-weekly Vertical Challenge events are all about family-friendly fun!

*36% of Vertical Challenge attendees are **families with kids**, with another 15% consisting of **teenagers 17 years or younger** attending on their own.*



The Vertical Challenge – 21 Years of Face-to-Face Interaction

Sponsors' Brands and Logos:

- Sponsors' logos appear on racer bibs and customized banners – and their names are mentioned in all event-related marketing from December 2011 – March 2012:
 - print advertising
 - posters and flyers
 - press releases
 - discount cards and other promotional collateral

Database List

- The Vertical Challenge has built a solid list of names over the years from participants and resort consumers – and this list would be available for your use.

One-on-One Post-Season Assessment

- In addition to providing you with hard numbers and analysis in our written end-of-season report in April, we will sit down to review the season with you. How effective was your customized marketing program? What aspects can we make even better for the next year?

Mountain Dew Vertical Challenge 2011 SCHEDULE

PRESENTED BY CHEVROLET

Month	Location	Date	Time
December	Osarno, VT	Saturday	11:00
	Wilmington, VT	Saturday	12:00
	Whitcomb, NY	Sunday	10:00
	Whitcomb, NY	Monday	12:00
	Whitcomb, NY	Monday	2:00
	Whitcomb, NY	Monday	4:00
January	King Pine, NH	Saturday	8:00
	King Pine, NH	Saturday	10:00
	Jay Peak, VT	Saturday	10:00
	Burke Mountain, VT	Sunday	8:00
	Burke Mountain, VT	Monday	1:00
	Black Mountain, NH	Saturday	2:00
February	Canon Mountain, NH	Friday	4:00
	Canon Mountain, NH	Saturday	5:00
	Pico Peak, NH	Sunday	8:00
	St. Bartholomew, CT	Saturday	12:00
	St. Bartholomew, CT	Sunday	13:00
	Northka Valley, MA	Saturday	13:00
March	Mount Snow, VT	Tuesday	22:00
	Mount Snow, VT	Wednesday	13:00
	Black Mountain, NH	Thursday	24:00
	Hillington, VT	Saturday	24:00
	Pico, VT	Sunday	27:00
	Mount Snow, VT	FINAL	Saturday

Thank you to our Proud Sponsors of the Mountain Dew Vertical Challenge

shaws **MUSCLE MILK** **GreenSyrup** **Mountain Dew**

SR **Bluebird** **THULE** **THE CHILLERS** **SWIRLY** **WIND GUARDIAN** **SNOCOUNTRY**

Schedule subject to change. For the latest information, visit www.snocountry.com

Sample Marketing Concepts

Duration: December 2011 – March 2012

There is no one-size-fits-all approach to *any* Vertical Challenge sponsorship! For more than two decades, we have created successful marketing campaigns for companies ranging from supermarkets and gas stations to restaurants and snack/beverage companies to insurance carriers and wireless phone providers.

We present a selection of marketing concepts here – in various budget categories. If you're interested in what we could come up with for your business, call or write for a customized proposal. We'll get our design and marketing team brainstorming right away!

Sample Marketing Concept #1 – Ideas for a Restaurant Chain

Overview: A Pub Night promotion will drive traffic into the “Good Food Restaurant” chain and foster awareness of the chain at Vertical Challenge events throughout the season.

The Promotion Basics:

- Weekday pub promotion at which bartender distributes “Ski on Us” scratch-and-win or loyalty cards
 - Card features specific Vertical Challenge event on one side and Good Food Restaurants on the other
 - Card entitles customer to free lift ticket at the resort the day of the Vertical Challenge event
- Pub Night promotion scheduled for weekday to drive otherwise non-existent sales
 - Vertical Challenge Crew Members would visit with additional games and prizes – T-shirts, hats, etc. – on the Tuesday or Wednesday prior to the weekend Vertical Challenge event



Sample Marketing Concepts

Duration: December 2011 – March 2012

The Marketing Possibilities:

- Customized Vertical Challenge/Good Food Restaurants vehicle wrap driven to the Pub Night promotion to highlight event?
- Cross-promotion – even a vehicle give-away – with 10-year Vertical Challenge sponsor Chevrolet?
- Cross-promotion with a liquor vendor?

“Buy a Samuel Adams beer and get a blue ticket,” which enters customer to win a prize

- Take advantage of Pub Night to highlight new food or beverages at the Good Food Restaurants.

Coasters and in-restaurant signage would promote the new item(s) on one side, and list the Vertical Challenge event schedule on the other

- Embrace the Vertical Challenge’s family-friendly environment with a kids’ placemat coloring contest?

Coloring contest winner would receive an all-expense-paid trip for a family of four to the Vertical Challenge Finals

- Custom Good Food Restaurants inflatable, snowboards, and chaos hats or helmets – *plus* sky spotlights to highlight the Good Food Restaurants locations the night of each Pub Night event.

The Community Aspect

- Bolster the Vertical Challenge’s support of the Make-A-Wish Foundation by donating a portion of the proceeds for every child’s meal sold (or specific drink or appetizer) and setting up a donation table

Display on the donation table will spotlight some of the 139 Wishes Vertical Challenge supporters have already helped grant.



Sample Marketing Concepts

Duration: December 2011 – March 2012

Sample Marketing Concept #2 – Ideas for Retail Store Gift Card Promotion

Overview: This in-location gift card promotion takes advantage of the holiday gift-giving season – as well as the fact that most Vertical Challenge participants attend more than two events per season. Cross-promotional ideas with other Vertical Challenge sponsors will drive new business into the sponsor's locations around the Northeast.

The Promotion Basics

- A two-tier program in which customers who purchase a \$50.00 "Good Stuff Retail Store" gift certificate by December 15, 2011 receive a FREE lift ticket good until December 31, 2011.
- Additionally, customers who purchase a \$50.00 gift certificate on or after December 16, 2011 receive a 2-for-1 lift ticket valid until the end of the ski season.
- Custom-designed gift certificates promote the fact that "The Good Stuff Retail Store Proudly Supports the Vertical Challenge and Make-A-Wish Foundation"
- Redemption will be handled through the SnoCountry.com site – allowing us to track and measure the program's success via the coded cash register receipts.

The Marketing Possibilities

- Consider cross-promoting gift cards with another Vertical Challenge sponsor, such as a gasoline company!

Example: Customers who spend \$50 at a Good Stuff Retail Store location would receive a \$5 gift card for the Fast Car Oil Co. – and vice versa



Sample Marketing Concepts

Duration: December 2011 – March 2012

Sample Marketing Concept #3 – Ideas for a Snack Company's Custom Ski Prize

Overview: This basic budget-friendly promotion has three goals:

- To introduce the resorts to the sponsor's products with an eye to carrying the line
- To drive sales of the sponsor's products at current locations
- To foster awareness of the sponsor at Vertical Challenge events throughout the season

The Promotion Basics

- Special sponsor-themed prize for Vertical Challenge competitors in each age group
 - Prize name would highlight a specific product or play on the brand name:
 - *Pepperidge Farm's Flavor-Blasted Goldfish Award*
 - *Deep River Snack's Nacho Kick 'n Carvin' Award*
 - Prizes could include Skier's Sampler Boxes of products, as well as logoed fleece hats and scarves, hoodies, long-sleeve Ts, or even plush animals for the younger competitors.
- In-store program would complement Vertical Challenge sponsorship and promote special sponsor-named prize for competitors in each age group

Purchase 10 snack products at your favorite supermarket and receive a 2-for-1 lift ticket for a Vertical Challenge event.



Sample Marketing Concepts

Duration: December 2011 – March 2012

The Marketing Possibilities

- Brand Day on the slopes?

An additional Brand Day on one of the mountains could feature product samplings and a drawing for a Skier's Sampler Box and/or logoed apparel.

The Community Aspect

- The custom prize could include a small donation to Make-A-Wish Foundation in each winner's name

Charitable donation would highlight to fans of the snack company how much the brand is committed to supporting the work of valuable non-profits and community causes.

- Or... bolster the Vertical Challenge's support of the Make-A-Wish Foundation by donating a portion of the proceeds for every snack bag sold during Vertical Challenge events



Case Study: Chevrolet

Winter sports fans who attended Vertical Challenge events as children are returning today with kids of their own – and with the grandparents in tow! Chevrolet knows that reaching three generations at a single family-friendly event is a wise use of their marketing dollars.

During the automaker's 10 years of sponsorship, Chevrolet has consistently sold an average of one vehicle per Vertical Challenge event – that's 30 vehicles each season!

Chevy Trucks reports sales of vehicles directly related to their Vertical Challenge sponsorship and promotion through name tracking and other methods.

RECENT EXAMPLE

Sweepstakes entry cards filled out at Chevy Vertical Challenge kiosks = 1,124

Result... 12 vehicles sold!

Valid business reply cards filled out at Chevy Vertical Challenge tents = 2,176

Result... 20 vehicles sold!

Total potential customers added to database = 3,300

Total vehicles sold = 32!



Case Study: Verizon Wireless

To achieve unique placement and exposure of their data products, Verizon Wireless demonstrated their use to a wide range of potential customers – tweens, teens, and families with children – in geographical areas that typically have limited cell phone coverage.

RECENT EXAMPLE

Customer impressions made during 12 Vertical Challenge events = 12,500

Product demonstrations made during 12 Vertical Challenge events = 1,700

Post-event feedback from sponsor: “Overall positive experience from consumers – and event organizers were extremely flexible regarding our set-up and space requirements.”



Case Study: King Soopers

This in-store cross-marketing display at seven-year Vertical Challenge sponsor King Soopers pharmacy chain created multiple brand activity, including core PepsiCo brands of carbonated soft drinks, Aquafina bottled water, and AMP Energy Drink. Customers were entered to win lift tickets based on beverage purchases. King Soopers appreciated the buzz and display activity created by the grassroots marketing program.

RECENT EXAMPLE

Incremental 8oz. display case activity = 23,000

Index vs. previous year = 106

Total increase over previous year's sales:

Carbonated soft drinks = 37%

AMP Energy Drink = 28%

Aquafina = 6%



Case Study: Irving Oil

To ensure customer loyalty in a difficult economy, Irving Oil ran its “Hitch a Ride” promotion for the second year. Customers who made three fill-ups of \$10.00 or more were eligible to purchase a 2-for-1 lift ticket for use at the Vertical Challenge mountain resorts. Collateral support included customer fast-fact cards and redemption forms and pump and store signage.

RECENT EXAMPLE

Irving Oil locations offering 2-for-1 deal = approximately 300

Collateral marketing pieces created for each store = 1,000 plus

Number of redemptions = 2,000!

Reflecting a minimum total Irving Oil gas sales of = \$60,000!

Irving Oil’s sponsorship also included prominent logo placement on a custom-wrapped trailer used for transporting event items between Vertical Challenge mountain resorts.

On-snow impressions of custom-wrapped/logoed trailer = 48,300

Miles driven between Vertical Challenge mountain resorts = 9,355

On-road impressions made during transport = 944,789

