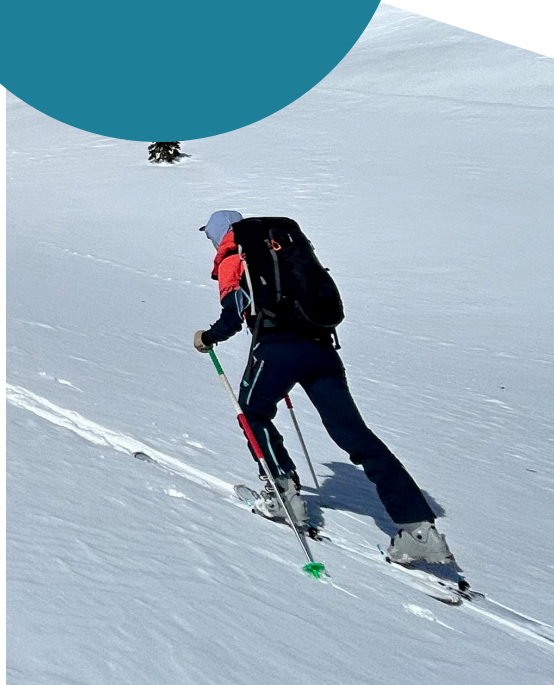




SPONSORSHIP OPPORTUNITIES



**'38 JACKSON HOLE SKI & SNOWBOARD CLUB**



# ABOUT



**279** FAMILIES



**500** STUDENT-ATHLETES



**90+** STAFF & COACHES



CLUB SPONSORS



COMMUNITY





# SPONSORSHIP LEVELS - EXAMPLES OF EXISTING SPONSORS

Sponsorship levels reflect a summary of the **financial and in-kind** commitments by our sponsors. Your sponsorship level can be per-determined by your budget, or it can be a designation based on the sponsorship opportunities you choose.

## SAPPHIRE SPONSORS PRICELESS



TRAIL CREEK  
RANCH  
WILSON, WY

## OLYMPIC SPONSOR \$20K+



---

Supports all elements of JHSC: Programs, Events, Staff, Development, Infrastructure, & more. Promoted through all 4 program disciplines & events.

---

## PLATINUM SPONSOR \$10K - \$19,999



---

Title Sponsor of Black Tie, Blue Jeans Ski Ball, Vehicle Fleet Sponsor, Event Sponsor of Jackson Hole Downhill or Margarita Cup.

---

## GOLD SPONSOR \$5K - \$9,999



---

Options Include: Title Sponsor of Jackson Hole Downhill, Event Sponsor of Black Tie, Blue Jeans Ski Ball or Margarita Cup.

---

## SILVER SPONSOR \$1.5K - \$4,999



---

Options Include: Title Sponsor of Margarita Cup, Event Sponsor of Black Tie, Blue Jeans Ski Ball

---

## BRONZE SPONSOR UP TO \$1.5K



---

Options Include: Supporting sponsor of Margarita Cup, Black Tie, Blue Jeans Ski Ball, Ski Club Card Business Membership participant, or through program disciplines and support

---

# SPONSORSHIP OPPORTUNITIES



## MAJOR COMMUNITY EVENTS

Sponsorship of JHSC's major community events is a unique opportunity to promote your business through decades-old events and puts you directly in touch with thousands of Jackson Hole locals and visitors. Sponsorships can be either **financial and in-kind** commitments.

- Black Tie, Blue Jeans Ski Ball - Gala fundraiser, Est. 1988
- Annual Ski & Gear Swap - Beloved community event, Est. 1970s
- Margarita Cup Race League - Fun and social locals' race league, Est. 2009
- Jackson Hole Downhill - One of the only remaining non-sanctioned downhill in the world, Est. 1982
- Wes Barron Scholarship Scramble - A fun, team oriented Golf Tournament, Est. 2023
- 4th of July 10k - A fun run to kick off the Holiday, Est. 1974



## ATHLETIC PROGRAMS & EVENTS

### EVENTS

#### ALPINE

Early Season Training - Local, Regional, National, International

Club Series Races - Local, Regional

U.S. Ski & Snowboard Races - Local, Regional, National, International

Championship Races - Local, Regional, National, International

#### NORDIC

U.S. Ski & Snowboard Races - Local, Regional, National, International

Junior Qualifiers - Local, Regional

#### FREERIDE

IFSA Competitions (Big Mountain Freeride) - Local, Regional, National

Wednesday Night Lights Rail Jam Series - Local, Regional

### PROGRAM EQUIPMENT

#### ALPINE

Bibs,, Panels (Club Series races)

Bibs,, Panels (FIS / U.S. Ski & Snowboard races)

Spec Fence

#### NORDIC

Trail Map (Trail Creek Nordic Center)

Grooming Report

Spec Fence

#### FREERIDE

Snow King Mountain Terrain Park

### PROGRAM APPAREL

#### ALPINE

Athlete Jackets

Coach Jackets

Sweatshirts

#### NORDIC

Team Jackets

Sweatshirts

Race Suits

#### FREERIDE

Sweatshirts

Facemasks

Ball caps / beanies

Coach Jackets

#### BACKCOUNTRY

Hoodies and/or Jackets



## MISCELLANEOUS: VEHICLES, SKI CLUB CARD, LODGING

### JHSC VEHICLE FLEET

Logo on one or multiple JHSC vehicles, which travel 50,000+ miles per year

### "SKI CLUB CARD" MEMBERSHIP PROGRAM

Longtime locals favorite. Economical way to promote your business and support JHSC

### LODGING PARTNERSHIPS

Opportunity for lodging companies to connect with the thousands of people JHSC brings to Jackson Hole every winter.



## MAJOR COMMUNITY EVENT SPONSORSHIPS

Each season JHSC hosts a number of community-based events to promote the Club, engage the community, and drive development. These are long-standing, beloved events in the Jackson Hole community.

EVENT	NUMBER OF ATTENDEES	TARGET MARKET	ATTENDEE DEMOGRAPHICS	SPONSOR OPPORTUNITY
Black Tie, Blue Jeans Ski Ball	400+	Jackson Hole, Teton County, WY and Teton County, ID	Early 30s+. Philanthropic, socially active JHSC supporters, and Jackson Hole community members.	<b>\$10k</b> Gold Event Sponsor <b>\$2.5k</b> Silver Event Sponsor <b>\$500</b> Bronze Event Sponsor
Annual Ski & Gear Swap	2000+	Jackson Hole, Teton, Lincoln, Sublette, Fremont Counties, WY, and Teton County, ID	All ages. Value conscious, savvy shoppers, and JHSC supporters.	<b>\$3k</b> Gold Event Sponsor <b>\$1,500</b> Silver Event Sponsor <b>\$500</b> Bronze Event Sponsor
Margarita Cup Race League	200+ Per Event	Jackson Hole, Teton County, WY and Teton County, ID	Ages 12-80+ years. Adventurous, outdoorsy, socially active JHSC supporters of all income brackets and JHSC athletes	<b>\$5k</b> Gold Event Sponsor <b>\$1,500</b> Silver Event Sponsor <b>\$500</b> Bronze Event Sponsor
Jackson Hole Downhill	400+	Northern Rocky Mountain Region (CO, UT, ID, WY, MT) with outliers from AK, CA, East Coast and occasionally international participants.	Ages 12+ years. Alpine ski racing enthusiasts ranging from recreational participants to former World Cup and Olympic athletes. JHSC supporters with a great appreciation for Jackson Hole tradition.	<b>\$8k</b> Gold Event Sponsor <b>\$4,000</b> Exclusive Bib Sponsor <b>\$1,500</b> Silver Event Sponsor <b>\$500</b> Bronze Event Sponsor
Moose Chase	300+	Northern Rocky Mountain Region (CO, UT, ID, WY, MT)	Local, Regional, National, & International Attendees	<b>\$3k</b> Gold Event Sponsor <b>\$1,500</b> Silver Event Sponsor <b>\$500</b> Bronze Event Sponsor
Wes Barron Scholarship Scramble	140+	Jackson Hole, Teton County, WY and Teton County, ID	Local, Regional, National, & International Attendees	<b>\$2.5k</b> Gold Event Sponsor <b>\$1,000</b> Event Gear Sponsor <b>\$150</b> Tee Box Sponsor
4th of July 10k	200+	Jackson Hole, Teton County, WY and Teton County, ID	Local, Regional, National, & International Attendees	<b>Skinny Skis</b> Gold Event Sponsor <b>\$1,500</b> Silver Event Sponsor <b>\$500</b> Bronze Event Sponsor



# ADDITIONAL SPONSORSHIP OPPORTUNITIES

Sponsorship of JHSC athletic programs is a great way to directly promote your business to thousands of Jackson Hole locals and visitors each year. Programs offer sponsorship opportunities in three categories: Equipment, Events, Apparel. Pick and choose from all programs to create your ideal campaign across multiple sports and disciplines.

## IN-KIND GIFTS

### SILENT AUCTION

	ATTENDEES	TARGET MARKET	DEMOGRAPHICS	INVESTMENT
Black Tie, Blue Jeans Ski Ball	300+	Jackson Hole Locals, Visitors, and Event Attendees, and accessible online for bidding	Regional, National, and International coaches, athletes, and parents	In-Kind Gifts

### RAFFLE PRIZES

EVENT	NUMBER OF ATTENDEES	TARGET MARKET	ATTENDEE DEMOGRAPHICS	SPONSOR OPPORTUNITY
Margarita Cup	150+ Per Event	Jackson Hole, Teton County, WY and Teton County, ID	Early 30s+. Philanthropic, socially active JHSC supporters, and Jackson Hole community members.	In-Kind Gifts
Moose Chase	200+	Jackson Hole, Teton, Lincoln, Sublette, Fremont Counties, WY, and Teton County, ID	All ages. Value conscious, savvy shoppers, and JHSC supporters.	In-Kind Gifts
Wes Barron Scholarship Scramble	200	Jackson Hole, Teton County, WY and Teton County, ID	All ages. Value conscious, savvy shoppers, and JHSC supporters.	In-Kind Gifts

## PODIUM BACKDROP

	ATTENDEES	TARGET MARKET	DEMOGRAPHICS	INVESTMENT
Podium Backdrop	Varies	Jackson Hole Locals, Visitors, and Participants. Will be the backdrop of ALL Junior Competitions at JHMR, SKMR, and Trail Creek Nordic Center	Regional, National, and International coaches, athletes, and parents	\$1,000 Middle Row \$500 Bottom 2 Rows



# ALPINE PROGRAM SPONSORSHIPS

Sponsorship of JHSC athletic programs is a great way to directly promote your business to thousands of Jackson Hole locals and visitors each year. Programs offer sponsorship opportunities in three categories: Equipment, Events, Apparel. Pick and choose from all programs to create your ideal campaign across multiple sports and disciplines.

## EQUIPMENT

ITEM	DETAILS	LOCATION / DAYS USED PER SEASON	USAGE / DEMOGRAPHIC	INVESTMENT
Alpine Program Panels New Panels: 2025-2026 Season	80 panels	Snow King Mountain, JHMR / 30-40 days of races per season. New Panels: 2025-2026 Season	Daily for training / 250 athletes per event/ Local, Regional, National reach	3 years / \$5,000 annually 2 positions
Race Bibs	240 Bibs	Snow King Mountain, JHMR / 30-40 days of races per season. New Bibs: 2024-2025 Season	+/- 240 14-21 year old athletes per event plus coaches * families. Local, Regional, National, and International reach	3 years / \$4,000 annually

## EVENTS

EVENT	PARTICIPANTS PER EVENT	LOCATION / EVENT DAYS PER SEASON	ATTENDEE DEMOGRAPHIC	INVESTMENT
Club Series Races	150+ per race	Snow King Mountain, JHMR, Grand Targhee, White Pine / 5 races	Local, Regional	Title Sponsor: 3 years / \$5,000 annually + one-time \$5,000 bib fee

## APPAREL

ITEM	NUMBER OF UNITS	EXPOSURE / DAYS PER SEASON	INVESTMENT
Alpine Coaches Jackets (Large Logo)	40 annually	Local, Regional, National, International / 100+ days Worn 100% of the time while coaches are working	1 year / Large logo: \$7,000 annually
Alpine Coaches Jackets (Small Logo)	40 annually	Local, Regional, National, International / 100+ days Worn 100% of the time while coaches are working	1 years/Small Logo: \$3,500 annually (3-5 positions available)
Team Sweatshirts	250+ annually	Local, Regional, National, International / 200+ days Brand Exposure for the entirety of the sweatshirt	1 year / \$1,500 annually
Youth Jackets	500+	Local, Regional, National, International / 200+ days Brand Exposure for the entirety of the sweatshirt	

# NORDIC PROGRAM SPONSORSHIPS

Sponsorship of JHSC athletic programs is a great way to directly promote your business to thousands of Jackson Hole locals and visitors each year. Programs offer sponsorship opportunities in three categories: Equipment, Events, Apparel. Pick and choose from all programs to create your ideal campaign across multiple sports and disciplines.

## EQUIPMENT

ITEM	DETAILS	LOCATION / DAYS USED PER SEASON	USAGE / DEMOGRAPHIC	INVESTMENT
Spec Fence	600ft of event fencing. 36"x60" logo alternating (only 4 positions available).	Trail Creek Nordic Center / 1,900 skiers days	Local, Regional, National. Races & daily training. Teams and public	3 years - Includes logo displayed on Nordic team sweatshirts and at JHskiclub.org / \$2,000 annually
Grooming Report & Trail Map - Trail Creek Nordic Center	Displayed at jhskiclub.org and distributed in daily grooming report email	Trail Creek Nordic Center / 140 daily emails	Local, Regional, National, International - Email list of roughly 600	1 year / \$250 annually

## EVENTS

EVENT	PARTICIPANTS PER EVENT	LOCATION / EVENT DAYS PER SEASON	ATTENDEE DEMOGRAPHIC	INVESTMENT
U.S. Ski & Snowboard Ski Race Moose Chase or Spring Series	525	Trail Creek Nordic Center / 3 day event	Local, Regional, National: Athletes U8-U20 plus parents, coaches, officials, volunteers.	Title Sponsor: 1 year / \$3,000 annually (2 positions available)

## APPAREL

ITEM	NUMBER OF UNITS	EXPOSURE / DAYS PER SEASON	INVESTMENT
Nordic Jacket & Race Suit	80+ in circulation every year	Local, Regional, National, International /200+ days	3 years - Included with Spec Fence Sponsorship OR available as stand alone sponsorship / \$1,500 annually (4 positions available)
Sweatshirts	100 annually	Local, Regional, National, International / 200+ days Brand Exposure for the entirety of the sweatshirt	1 year /\$500 annually





# FREERIDE PROGRAM SPONSORSHIPS

Sponsorship of JHSC athletic programs is a great way to directly promote your business to thousands of Jackson Hole locals and visitors each year. Programs offer sponsorship opportunities in three categories: Equipment, Events, Apparel. Pick and choose from all programs to create your ideal campaign across multiple sports and disciplines.

## EVENTS

EVENT	PARTICIPANTS PER EVENT	LOCATION / EVENT DAYS PER SEASON	ATTENDEE DEMOGRAPHIC	INVESTMENT
International Freeski & Snowboard Association (IFSA)	130	Jackson Hole Mountain Resort (JHMR). Dates: Jan 20-22, 2023	Local, Regional	Title Sponsorship: \$3,000 Gold Level Sponsorship: \$1,500 Silver Level Sponsorship: \$1,000 Bronze Level Sponsorship: \$500
Wednesday Night Lights (WNL) Rail Jam Event Series	150	Three-event series. February 22, March 1, & 8 (4-8pm) at Snow King Resort	Local	Title Sponsorship: \$2,000 Gold Level Sponsorship: \$1,200 Silver Level Sponsorship: \$800 Bronze Level Sponsorship: \$400

## APPAREL

ITEM	NUMBER OF UNITS	EXPOSURE / DAYS PER SEASON	INVESTMENT
JHSC Freeride Program Hoodie	75-125	Local, Regional, National, International / 200+ days	\$1,000 annually / 1-year commitment / 4-positions available
JHSC Freeride Program Facetube	100+	Local, Regional, National, International / 100+ days	\$1,000 annually / 1-year commitment / 1-position available
JHSC Freeride Program Coaches Jacket	12	Local, Regional, National, International / 100+ days	\$1,500 annually / 2-year commitment / 2-positions available

## MEMBERSHIP

	ATTENDEES	TARGET MARKET	DEMOGRAPHICS	INVESTMENT
Ski Ball Membership Program	7000	Jackson Hole Locals & Visitors	Savvy shoppers of all ages interested in supporting JHSC and local businesses	\$40 Annually

## VEHICLES



JHSC's fleet of vans and trucks travel approximately 50,000 miles per year around Teton County, the surrounding Intermountain West, the West Coast, and beyond. JHSC's vehicle sponsorship program includes multi-year branding on our Club vehicles. **3 year commitment: Avail July 2023 - June 2026**

- \$625/yr** Logo on one vehicle
- \$995/yr** Logo on two vehicles
- \$1495/yr** Logo on four vehicles
- \$1865/yr** Logo on all sides of smaller roof rack
- \$2175/yr** Logo on all sides of larger roof

## WHERE IS YOUR BUSINESS PROMOTED?

### MAJOR COMMUNITY EVENTS

- Local and regional magazine ads
- Local newspaper ads
- JH News & Guide calendar ads (4000+ distribution)
- Local Radio Ads
- Local Radio Interviews
- Banners hung at multiple high-traffic locations in Jackson Hole
- Collaborative digital marketing with event partners
- Regular editorial coverage from local print and digital media
- Over 150+ posters distributed locally per event
- On-site event promotions: signage, announcements

### MAJOR COMMUNITY EVENTS

- Apparel, prizes, promotional items
- JHSC internal events i.e. stakeholder gatherings, donor outreach events, volunteer appreciation parties, staff parties, community outreach events

### MAJOR COMMUNITY EVENTS

- JHskiclub.org
- Vehicles
- Print ads
- Event swag
- Social media posts
- Social media ads
- Radio ads / interviews
- Banners at events
- Live Announcements at events
- Pre-event competitor notifications
- Newsletters and email marketing
- JHSC Ski Club Card Discount Program

## DIGITAL MARKETING

### FACEBOOK

- /jhskiclub 3,071+ followers
- /jhscnordic 290+ followers
- /jhscfreerideprogram 1,955+ followers
- /jhscalpineprogram 1905+ followers
- Regional Paid Ads: UT, CO, MT, ID, CA, WY, WA, OR

### INSTAGRAM

- @jhskisnowboardclub 1,388+ followers
- @jhscfreerideprogram 1,396+ followers
- @jhsc\_alpine 173+ followers

### DIRECT EMAIL MARKETING

- JHSC Database: 4000+ recipients
- Nonprofit Listserve: Community wide
- Business Listserve: Community wide
- Skireg.com: 300+

### REGIONAL ONLINE CALENDARS

- Jackson Hole Chamber of Commerce
- JH Central Reservations
- JH News & Guide
- Jackson Hole Mountain Resort Buckrail
- US Ski & Snowboard
- USASA
- IFSA
- live-timing.com

### PARTNER CHANNELS

- Fasterskier.com
- OutsideBozeman.com
- HoleScroll App
- Buckrail.com
- JH Tapped App
- Jacksonhole.com
- handbid.com & app
- live-timing.com
- sportstats.us
- skireg.com





JACKSON HOLE  
SKI & SNOWBOARD CLUB

[jhskiclub.org](http://jhskiclub.org)

[info@jhskiclub.org](mailto:info@jhskiclub.org)

307.733.6433

P.O. Box 361, Jackson, WY 83001