



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.	\$10k Gold Event Sponsor \$2.5k Silver Event Sponsor \$500 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.	\$3k Gold Event Sponsor \$1,500 Silver Event Sponsor \$500 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	\$5k Gold Event Sponsor \$1,500 Silver Event Sponsor \$500 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.	\$8k Gold Event Sponsor \$4,000 Exclusive Bib Sponsor \$1,500 Silver Event Sponsor \$500 Bronze Event Sponsor
Moose Chase	300+	Northern Rocky Mountain Region (CO, UT, ID, WY, MT)	Local, Regional, National, & International Attendees	\$3k Gold Event Sponsor \$1,500 Silver Event Sponsor \$500 Bronze Event Sponsor
Wes Barron Scholarship Scramble	140+	Jackson Hole, Teton County, WY and Teton County, ID	Local, Regional, National, & International Attendees	\$2.5k Gold Event Sponsor \$1,000 Event Gear Sponsor \$150 Tee Box Sponsor
4th of July 10k	200+	Jackson Hole, Teton County, WY and Teton County, ID	Local, Regional, National, & International Attendees	Skinny Skis Gold Event Sponsor \$1,500 Silver Event Sponsor \$500 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: 2024-2025 Season	80 panels	Snow King Mountain / 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 New Bibs: 2024-2025 Season	300 Bibs	Snow King Mountain / 30-40 days of races per season. New Bibs: 2024-2025 Season	+/- 300 14-21 year old athletes per event plus coaches * families. Local, Regional, National, and International reach	3 years / \$5,000 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 year/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	180+	Local, Regional, National, International / 200+ days Brand Exposure for the entirety of the sweatshirt	1 year / \$5,000 annually (3-5 positions available)

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 Jacket & Race Suit 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 International Spring Series	525	Trail Creek Nordic Center / 3 day event Sun Valley SEF / 3 day event	Local, Regional, National: Athletes U8-U20 plus parents, coaches, officials, volunteers.	Overall Title Sponsorship: \$15,000 Local Title Sponsorship: \$5,000 Race Day Sponsorship: \$1,000 Equip/Merch Provider: \$500

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 / \$2,000 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: Winter 2024-2025 Date TBD	Local, Regional	Title Sponsorship: \$3,000 Gold Level Sponsorship: \$1,500 Silver Level Sponsorship: \$1,000 Bronze Level Sponsorship: \$500
International Freeski & Snowboard Association (IFSA)	130	Snow King Mountain Resort (SKMR). Dates: Winter 2024-2025 Date TBD	Local, Regional	Title Sponsorship: \$2,000 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. Winter 2024-2025 at Snow King Resotr	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 The Freeride Program trains at both JHMR and SK. Athletes travel throughout the nation and globally when competing with the Freeride Program. We are very selective with this sponsorship and brands must be connected to our industry	\$1,000 annually / 1-year commitment / 4-positions available
JHSC Freeride Program Facetube	100+	Local, Regional, National, International / 100+ days The Freeride Program trains at both JHMR and SK. Athletes travel throughout the nation and globally when competing with the Freeride Program. We are very selective with this sponsorship and brands must be connected to our industry	\$1,000 annually / 1-year commitment / 1-position available
JHSC Freeride Program Coaches Jacket	15-18	Local, Regional, National, International / 100+ days The Freeride Program trains at both JHMR and SK. Athletes travel throughout the nation and globally when competing with the Freeride Program. We are very selective with this sponsorship and brands must be connected to our industry	\$1,500 annually / 2-year commitment / 3-positions available
JHSC Freeride Program Team Jacket	35-45	Local, Regional, National, International / 100+ days The Freeride Program trains at both JHMR and SK. Athletes travel throughout the nation and globally when competing with the Freeride Program. We are very selective with this sponsorship and brands must be connected to our industry	\$2,000 bi-annually / 2-year commitment / 3-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

- /jhsclub 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



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