

# ASPEN 2017

## GAY SKI WEEK

### FORTIETH 40 ANNIVERSARY

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# INTRODUCTION

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We welcome you to the 40th Annual Gay Ski Week, January 15-22, 2017 in Aspen, Colorado, the premiere gay ski week in North America with quite simply the best skiing, the best attendees and the best winter GLBT event.

Join us for a fabulous week of blue bird skies and powder days on the mountain followed by a host of decadent and whimsical evening events. With the town and mountains of Aspen providing a fantastic backdrop for our yearly event that continues to provide our sponsors with maximum exposure. We encourage you to use your imagination and help us reach our attendees to showcase your brand or product.

Aspen Gay Ski Week hosts over 4000 visitors each winter, embracing LGBT lifestyles in a winter wonderland celebration, with an event schedule to rival Pride fest's around the world. Aspen Gay Ski Week is seven days and nights of non-stop activities and entertainment. Not just a ski week, Aspen Gay Ski Week is a fundraising event for the Roaring Fork Gay & Lesbian Community fund. Funds raised go to fund our public programs through AspenOUT as well as numerous National LGBT organizations focusing on anti-bullying and tolerance.

We invite you to contact us for additional information regarding participating in Aspen Gay Ski Week 2017. You may also visit our website for up to date information and programs.

We look forward to seeing you throughout the summer at the best LGBT events around the country.

Pamela Herr  
Event Producer  
Aspen Gay Ski Week

## ENTERTAINMENT EVENTS

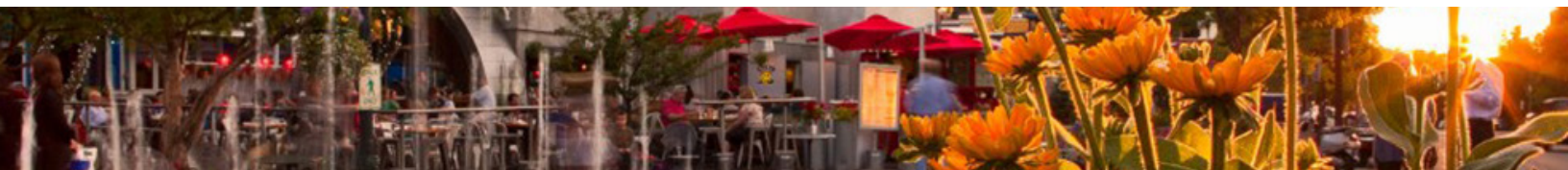
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Aspen Gay Ski Week provides numerous marketing opportunities including product exposure & the ability to share your marketing message directly with our guests in private entertainment venues, concerts, après ski parties, comedy night, boutique store receptions, dance parties, shows, special fund-raisers, and daily designated restaurants.

## REGISTRATION & HOSPITALITY SUITE

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Aspen Gay Ski Week hosts a centrally located Hospitality Suite throughout the week. The Registration Suite is the focal point for attendees to register, pick-up programs & tickets, activity sign-up, and general information on all Aspen Gay Ski Week activities and events. Marketing opportunities are available for sponsors for on-site representation or display of company/product information.



## FRIENDSHIP DINNERS

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In conjunction with local restaurants, Aspen Gay Ski Week hosts an array of nightly dinners to promote both the event and local business. This is an opportunity to feature and highlight your products in an upscale intimate dining environment.

## DAILY APRÈS SKI

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A tradition for skiers in Aspen, the après ski parties are held daily at both the Limelight Hotel and at each of the primary ski areas. These events typically draw crowds averaging 600 attendees for a period of 3+ hours. Sponsorship signage and product sampling opportunities are available.

## EVENING DANCE EVENTS

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A crowd favorite! Decorated venues with varying themes provide substantial opportunities for advancement promotion to the large crowds attracted to these regular nightly events of 450+ attendees. Product distribution and promotion are available through the venues.

## BOUTIQUE & GALLERY NIGHT

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Local merchants and galleries participate in our annual Aspen Fashion & Art Night Out. Signage is placed at all venues listing sponsors as well as opportunities for product placement and/or sponsorship of specific venue.

## FILM NIGHT

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Film night features a film or films with a gay and lesbian theme or created in some part by the LGBT community. The film night offers a film gala early in the week to more than 450 people per show. Sponsorship could include corporate banner recognition throughout the event and the film festival program listing.

# DOWNHILL COSTUME COMPETITION

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This event is a major highlight of Aspen Gay Ski Week drawing Aspen locals and tourists to the base of Aspen Mountain. The afternoon includes costumes, ski tricks, singing, dancing and fun. VIP seating is part of this event with reserved tables along with public viewing area. Sponsor recognition includes banners, program recognition, promotional and product sampling before and during the event. This event draws national and international media exposure.

# COMEDY NIGHT

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An important part of the week, this event draws 400+ attendees. Gay and straight performers delight the crowds and offer opportunity for added recognition in programs, announcements, and signage.

# POOL PARTY AT THE ASPEN RECREATION CENTER

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Each year we end the week with the grand finalé. An incredible 1000 person pool party and dance event, that offers the opportunity for multiple banners, gobo's, swag and product placement.

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# BENEFICIARIES

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The Roaring Fork Gay & Lesbian Community Fund is the non-profit serving the gay & lesbian community of Aspen, and beyond. Their mission is to promote tolerance, understanding and diversity, through education, community action and service. Our main fundraising event each year is Aspen Gay Ski Week, and from these proceeds we are able to make donations to local organizations.

## THE RFGLCF 2017 BENEFICIARIES INCLUDE:

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Matthew Shepherd Foundation

You Can Play Foundation

GLSEN: Gay Lesbian Straight Education Network

Point Foundation

Transgender Legal Defense Fund

Gender Identity Center of Colorado

WestCAP

Aspen Historical Society

Aspen Film

Moab Pride

Aspen Hope Center

Local Area Schools GSA's



# DEMOGRAPHICS

Each year the Roaring Fork Gay & Lesbian Community Fund conducts a survey of our attendees to help us better identify our demographics. This information is useful to determine if your product fits our market.

## SKI WEEK DEMOGRAPHICS:

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- 4000+ participants, 90% male, 10% female, average age 30-55 years old
- Average spent at ski week is \$6,500 per person (accommodations and travel included)
- Per capita income \$125,000+
- 15% international participation (Australia, South America and European countries)
- Draws from major urban cities and local Aspen residents

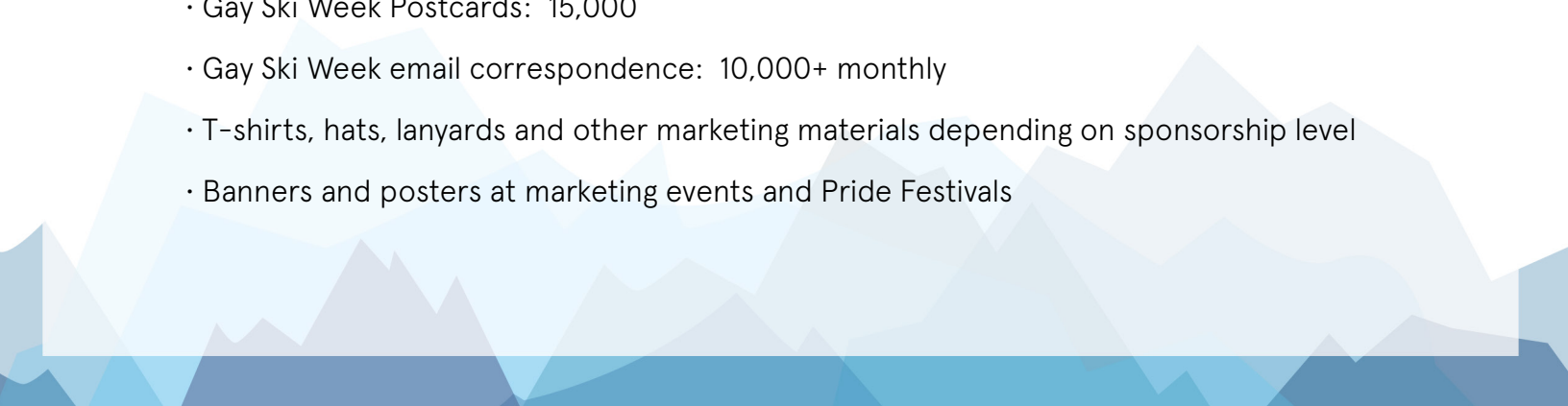
# MEDIA OUTREACH

The 39th Annual Aspen Gay Ski Week works with national and regional media sponsors, including internet outlets, to promote our event. Sponsors have the opportunity of being represented in advertising through company or product logo or name placement on our ads and through social media. Additionally, advertising will target the gay press internationally.

# COLLATERAL MATERIALS

## OPPORTUNITIES FOR YOUR CORPORATE NAME DEPENDING ON SPONSOR LEVEL

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- Gay Ski Week Program: 5,000+
  - Gay Ski Week Postcards: 15,000
  - Gay Ski Week email correspondence: 10,000+ monthly
  - T-shirts, hats, lanyards and other marketing materials depending on sponsorship level
  - Banners and posters at marketing events and Pride Festivals
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# PRESENTING SPONSOR

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**\$75,000 CASH** (INDUSTRY EXCLUSIVE SPONSORSHIP)

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**Your corporation will receive the following:**

- Recognition from the podium (where available)
  - Top billing with regards to marketing and advertising materials
  - Corporate banners at events (banners to be provided by sponsor)
  - Logo on print advertising
  - Logo and link on AGSW website
  - Banner on AGSW website
  - Gobo's at available events (to be provided by sponsor)
  - 2 Full page advertisement in AGSW event program inside front and back cover placement
  - Logo placement on AGSW collateral materials
  - Logo on AGSW event passes
  - Product sampling at AGSW events
  - 15 VIP event passes (additional passes provided on request, when available)
  - Discounted event tickets and passes for clients and employees
  - 3 tables at the Downhill Costume Competition and Parade
  - One-time access to AGSW mailing list
  - Opportunities to display and distribute promotional materials at selected events
  - Opportunity to host other special events
  - Hospitality Suite: 2 tabletop exhibits
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# GAY SKI WEEK SPONSOR

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**\$25,000 CASH** (INDUSTRY EXCLUSIVE SPONSORSHIP)

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**Your corporation will receive the following:**

- Corporate banners at events (banners to be provided by sponsor)
- Second billing on marketing and advertising materials
- Logo on print advertising
- Logo and link on AGSW website
- Banner on AGSW website
- Gobo's at available events (to be provided by sponsor)
- 2 Full page advertisement in AGSW event program
- Logo placement on AGSW collateral materials
- Logo on AGSW event passes
- Product sampling at AGSW events
- 10 VIP event passes
- Discounted event tickets and passes for clients and employees
- 2 tables at the Downhill Costume Competition and Parade
- Opportunities to display and distribute promotional materials at selected events
- Opportunity to host other special events
- Hospitality Suite: 2 tabletop exhibits

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## EVENT SPONSOR


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**\$10,000 CASH** (NON-EXCLUSIVE SPONSORSHIP)

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Aspen Gay Ski Week each year selects several organizations as event sponsors. Corporate name and logo will appear in AGSW 2017 marketing materials and event collateral for 9 months.

**Your corporation will receive the following:**

- Corporate banners at selected events (banners to be provided by corporation)
  - Logo on all print advertising
  - Logo on AGSW website
  - Banner on AGSW website
  - 1 Full page advertisement in AGSW event program
  - Logo placement on AGSW collateral materials
  - Logo on AGSW event passes
  - Product sampling at selected AGSW events
  - 5 VIP event passes
  - Discounted event tickets and passes for clients and employees
  - 1 table at the Downhill Costume Competition and Parade
  - Opportunities to display and distribute promotional materials at selected events
  - Hospitality Suite: 1 tabletop exhibit
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# FRIEND OF GAY SKI WEEK

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## \$5,000 CASH (NON-EXCLUSIVE SPONSORSHIP)

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Aspen Gay Ski Week each year selects several organizations as friends of Ski Week. Corporate name and logo will appear in AGSW 2017 marketing materials and event collateral for 9 months.

**Your corporation will receive the following:**

- Corporate banners at selected events (banners to be provided by corporation)
- Logo on all print advertising
- Logo on AGSW website
- Banner on AGSW website
- 1 full page advertisement in AGSW event program
- Logo placement on AGSW collateral materials
- Logo on AGSW event passes
- Product sampling at selected AGSW events
- 2 VIP event passes
- 4 tickets to the Downhill Costume Parade
- Discounted event tickets and passes for clients and employees
- Opportunities to display and distribute promotional materials at selected events
- Hospitality Suite: 1 tabletop exhibit

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## IN-KIND SPONSOR & VENDOR SPACE HOSPITALITY SUITE

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## \$2,500 CASH (NON-EXCLUSIVE)

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Participation in our hospitality suite as either a vendor or in-kind sponsor is available on a limited basis. Vendor space only is \$1000 cash per booth; table, chairs, electricity will be provided and are included in the fee. In-kind donations are valued at 50% of the retail value.

**The following are examples of in-kind donations:**

- Printing and Copying
  - Travel and accommodations
  - Silent Auction items and gift certificates
  - Print and electronic advertising space
  - Light and sound services
  - Local transportation services
  - Décor for events
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