

ASPEN 2021 GAY SKI WEEK 2021



The world has dramatically changed since COVID-19 and we realize that. We also realize that life goes on and adapts, and so have we! After monitoring the current state of COVID-19, our team decided to alter our programming for Aspen Gay Ski Week 2021. This decision has not come without much thought and consideration. The safety of our participants and staff is very important to us.

What does this mean for the rest of AGSW 2021?

We will still invite and welcome participants that feel comfortable traveling and we'll also reach out to other participants digitally with interactive online events. Nightly events at our host hotel, the Limelight, will continue following the guidelines that the state of Colorado and City of Aspen enforce. Enhanced and lite versions of Après, as well as other possible events including Drag Queen Bingo, piano bar happy hour, comedy, are all in the works.

It is important to realize that Aspen Gay Ski Week isn't just a winter weekend getaway vacation, but an event that normally attracts 4,000+ affluent LGBTQ+ visitors who help us raise and donate over \$100,000 each year to very important charities including the Matthew Shepherd Foundation, Transgender Legal Defense and Education Fund, Gender Identity Center of Colorado, Planned Parenthood, and many others.

We have carefully crafted sponsorship opportunities that will present your organization year-round to an audience that not only appreciates having an LGBTQ+ getaway into the snowy mountains of Aspen, but is also genuinely interested in philanthropic contributions to charities that support our community.

Your organization's support helps thousands of LGBTQ+ people year-round and we couldn't thank you enough. We look forward to working with your team to present your brand to our eager audience.

Kimberly Kuliga
Executive Producer/Sponsorship Director
970-274-1159
kimberly@gayskiweek.com

FRIEND OF GAY SKI WEEK

\$2,500 (NON-EXCLUSIVE)

Our non-exclusive sponsor level is designed to help AGSW 2021 put on some amazing online and limited in-person events, all while getting your brand in front of as many people as possible throughout the year.

Your organization will receive the following:

- Full page ad in our physical and digital program*
- Hyperlinked logo on website
- Hyperlinked logo on newsletters
- Logo on virtual events
- Gift bag item for both VIP bags and general bags*
- Social media mentions with link to organization's choosing, 1 x per quarter*
- Discount hotel room and lift tickets through AGSW

PHYSICAL AND DIGITAL VENDOR HOSPITALITY SUITE SPONSOR

\$5,000 (NON-EXCLUSIVE)

Our non-exclusive sponsor level is designed to help AGSW 2021 put on some amazing online and limited in-person events, all while getting your brand in front of as many people as possible throughout the year. COVID-19 permitting, we will have physical vendor booth space available.

Your organization will receive the following:

- Full page ad in our physical and digital program*
- Hyperlinked logo on website
- Hyperlinked logo on newsletters
- Logo on virtual events
- Booth in Hospitality Suite (based on status of COVID-19 and state and local guidelines)
- Virtual "Booth" and/or Workshop Timeslot*
- Gift bag item for both VIP bags and general bags*
- Highlighted sponsor spot 1x a year in AGSW newsletter
- Social media mentions with link to organization's choosing, 1 x per month throughout the year*
- MMS message with link 1x a year*
- Discount hotel room and lift tickets through AGSW

*Content provided by sponsor

-This sponsor deck is a guideline and all levels can be customized. Please email kimberly@gayskiweek.com for more information.-

VIRTUAL EVENT SPONSOR

\$10,000 (NON-EXCLUSIVE)

We invite your organization to own its digital presence across our online properties throughout the year. Your brand will be well represented during AGSW 2021 and continue to have a presence on our social media, MMS system, website, and email campaigns.

Your organization will receive the following:

- Full page ad in our physical and digital program*
- Hyperlinked logo on website
- Hyperlinked logo on newsletters
- Logo on virtual events
- Booth in Hospitality Suite (based on status of COVID-19 and state and local guidelines)
- Virtual "Booth" and/or Workshop Timeslot*
- Gift bag item for both VIP bags and general bags*
- Designated email blast 2x a year*
- Highlighted sponsor spot 2x a year in AGSW newsletter
- Social media mentions with link to organization's choosing, 1 x per month throughout the year*
- Social Media campaign/activation 2x a year (coordinated with AGSW)*
- Landing page on AGSW website with logo, outbound links and lead forms sent directly to organization for 1 year
- Host a live AGSW 2021 Lite Apres or Livestream Event (to be determined based on status of COVID-19)
- Physical banners/signage displayed at AGSW 2021 (provided by sponsor)
- MMS message with link 4x a year*
- Discount hotel room and lift tickets through AGSW

*Content provided by sponsor

-This sponsor deck is a guideline and all levels can be customized. Please email kimberly@gayskiweek.com for more information.-

TITLE VIRTUAL EVENT SPONSOR

\$25,000 (INDUSTRY EXCLUSIVE)

Your organization will be front and center for one of our evergreen events that will GO BIG DIGITALLY! Own the digital presence across our online properties throughout the year. Your brand will be well represented during AGSW 2021 and continue to have a presence on our social media, MMS system, website, and email campaigns.

Your organization will receive the following:

- Industry Exclusivity
- Title Sponsor of our Largest Call to Action Virtual Event
- 2 -30 second video commercial spots during Call to Action Virtual Event (provided by sponsor)
- Full page ad in our physical and digital program*
- Hyperlinked logo on website
- Hyperlinked logo on newsletters
- Logo on all print materials for 2021
- Logo on virtual events
- Booth in Hospitality Suite (based on status of COVID-19 and state and local guidelines)
- Virtual "Booth" and/or Workshop Timeslot*
- Gift bag item for both VIP bags and general bags*
- Designated email blast 6x a year*
- Highlighted sponsor spot 6x a year in AGSW newsletter
- Social media mentions with link to organization's choosing, 1 x per month throughout the year*
- Social Media campaign/activation 6x a year (coordinated with AGSW)*
- Landing page on AGSW website with logo, outbound links and lead forms sent directly to organization for 1 year
- Hyperlinked logo on AspenOUT's website
- Host a live AGSW 2021 Lite Apres (to be determined based on status of COVID-19)
- Physical banners/signage displayed at AGSW 2021 (provided by sponsor)
- MMS message with link 12x a year*
- Discount hotel room and lift tickets through AGSW
- AspenOUT Scholarship naming rights (Example: "The XCorp AspenOUT 2021 Student Scholarship")

*Content provided by sponsor

-This sponsor deck is a guideline and all levels can be customized. Please email kimberly@gayskiweek.com for more information.-

TITLE SPONSOR AGSW 2021

\$50,000 PRESENTED BY ORGANIZATION

Your organization will be the presenting sponsor for AGSW 2021. Own the physical and digital presence across all online and physical visuals throughout the year. Your brand will be well represented during AGSW 2021 and continue to have a presence on our social media, MMS system, website, and email campaigns.

Your organization will receive the following:

- Organization title for AGSW 2021
"AGSW 2021 Presented By _____ "
- Industry Exclusivity
- Title Sponsor of our Largest Call to Action Virtual Event
- 2 -30 second video commercial spots during Call to Action Virtual Event (provided by sponsor)
- 2 full page ads in our physical and digital program*
- Hyperlinked logo on website
- Hyperlinked logo on newsletters
- Logo on all print materials for 2021
- Logo on virtual events
- Booth in Hospitality Suite (based on status of COVID-19 and state and local guidelines)
- Virtual "Booth" and/or Workshop Timeslot*
- Gift bag item for both VIP bags and general bags*
- Designated email blast 6x a year*
- Highlighted sponsor spot 6x a year in AGSW newsletter
- Social media mentions with link to organization's choosing, 1 x per month throughout the year*
- Social Media campaign/activation 6x a year (coordinated with AGSW)*
- Landing page on AGSW website with logo, outbound links and lead forms sent directly to organization for 1 year
- Hyperlinked logo on AspenOUT's website
- Host a live AGSW 2021 Lite Apres (to be determined based on status of COVID-19)
- Physical banners/signage displayed at AGSW 2021 (provided by sponsor)
- MMS message with link 12x a year*
- Discount hotel room and lift tickets through AGSW
- AspenOUT Scholarship naming rights (Example: "The XCorp AspenOUT 2021 Student Scholarship")

*Content provided by sponsor

-This sponsor deck is a guideline and all levels can be customized. Please email kimberly@gayskiweek.com for more information.-

LET'S GET CREATIVE - WHAT ARE YOUR GOALS

We understand COVID-19 has taken a toll on companies and organizations across the planet. We're also adapting and thriving with partners throughout the year. We want to know what your organization's goals are for the next year and how we can help reach those goals. Please let us know if you'd like to create a specially designed sponsorship package that makes sense for your organization. We've listed some of the sponsorship possibilities below that can be paired à la carte.

- 30 second video commercial spots during Call to Action Virtual Event (provided by sponsor)
- Full page ad in our physical and digital program
- Hyperlinked logo on website
- Hyperlinked logo on newsletters
- Logo on virtual events
- Booth in Hospitality Suite (based on status of COVID-19 and state and local guidelines)
- Virtual "Booth" and/or Workshop Timeslot
- Gift bag item for both VIP bags and general bags
- Designated email blast throughout the year
- Highlighted sponsor in AGSW newsletter
- Social media mentions with link to organization's choosing throughout the year
- Social Media campaign/activation throughout the year (coordinated with AGSW)
- Landing page on AGSW website with logo, outbound links and lead forms sent directly to organization for 1 year
- Hyperlinked logo on AspenOUT's website
- Host a live AGSW 2021 Lite Apres (to be determined based on status of COVID-19)
- Physical banners/signage displayed at AGSW 2021 (provided by sponsor)
- MMS messages with throughout the year
- Discount hotel room and lift tickets through AGSW

OUR BENEFICIARIES

[AspenOUT](#) 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.

ASPENOUT PAST BENEFICIARIES INCLUDE:

Matthew Shepherd Foundation

You Can Play Foundation

GLSEN: Gay Lesbian Straight Education Network

Point Foundation

Transgender Legal Defense and Education Fund

Gender Identity Center of Colorado

Planned Parenthood

Family Equality Council

Aspen Film

Aspen Hope Center

Local Area Schools GSA's

PFLAG

IGLTAF (International Gay & Lesbian Travel Assoc. Foundation)

Tyler Clementi Foundation

*Content provided by sponsor

DEMOGRAPHICS

- 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)
- Top 10 U.S. Participant Cities:
 - Atlanta
 - Boston
 - New York City
 - Chicago
 - Dallas
 - Denver
 - Los Angeles/San Diego/San Francisco
 - Houston
 - Ft. Lauderdale/Miami
 - Washington DC
- Online Audience Top 10 States:
 - California
 - New York
 - Florida
 - Colorado
 - Texas
 - Illinois
 - Ohio
 - New Mexico
 - Pennsylvania
 - Massachusetts