

# 2024 SPONSORSHIPS







CELEBRATING 47 YEARS OF PROGRESS

Welcome to the 47th annual Aspen Gay Ski Week. January 14-21, 2024!

AGSW is the PREMIER LGBTQ+ ski week in North America, with some of the best skiing, most inclusive attendees, and the most diverse programming offered during a winter LGBTQ+ event. AGSW hosts over 3,750+ visitors each winter, embracing the LGBTQ+ community in a winter wonderland celebration with an event schedule to rival Pridefest's around the world.

Join us for a fabulous week of bluebird skies and powder days on the mountain, followed by various evening events. Aspen's town and mountains provide a unique and extraordinary backdrop for our yearly event and continue to provide our sponsors with maximum exposure to a diverse and affluent demographic. We encourage you to use your imagination to showcase your brand or product through the variety of channels we offer throughout the week and year. You and your organization can rest assured that AGSW will promote your brand throughout the year through our digital assets and database. Our team can work with you to create your unique sponsorship based on your goals and budget. Our sponsors are vital in contributing to the success of AGSW, and we want to be sure your organization receives a return on investment and develops long-term relationships with our attendees.

AGSW is seven days and nights of non-stop activities and entertainment. AGSW is a fundraising event supporting AspenOUT, a 501(c)(3) non-profit organization, not just a ski week. Funds raised from AGSW help support AspenOUT's free mental health counseling for youth and their families within the Roaring Fork Valley, PFLAG, and the GSA's, college scholarships, as well as providing grants to often overlooked local and national non-profit organizations in the LGBTQ+ community.

We invite you to contact us for additional information regarding participating in AGSW 2024. You may also visit our website for up-to-date information and programs - [GaySkiWeek.com/](http://GaySkiWeek.com/) [Aspenout.org](http://Aspenout.org)

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# 2024 SPONSORSHIP LEVELS

Our cash sponsorship levels start at a level that any corporation can afford and will see actual return on investment. We understand sponsorship dollars and getting the most bang for the buck. We'd also like to remind you and your team that any of these levels can be customized.

DELIVERABLES	\$3,000	\$7,500	\$10,000	\$15,000	\$30,000	\$45,000	\$75,000	\$100,000
Logo w/link on AGSW website one year (2024)	X	X	X	X	X	X	X	X Premium Placement
Access to discount lift tickets and rentals	X	X	X	X	X	X	X	X
Put branded swag inside VIP bags (200) and GA Bags (1500)	X	X	X	X	X	X	X	X
Full page in program (online & print)	X	X	X	X	X	X 1 Premium Placement	X 1 Premium Placement	X 2 Premium Placement
Access to AGSW discount hotel rates at host hotel (must be confirmed by August 1, 2023)		X	X	X	X	X	X	X (first access)
Digital and social media activations throughout week (content provided by Sponsor)		X	X	X	X	X	X	X
Product sampling during events and in hospitality suite		X	X	X	X	X	X	X
Table in hospitality suite			1 Table	1 Table	1 Table	1 Table	1 Table	2 Tables
Logo w/link included in every newsletter 2024			X	X	X	X	X	X
Sponsor Passes				2	4	6	8	12
Seats at Downhill				2	4	6	8	12 (2 Tables)
Signage at a select event (pull-up banners provided by sponsor)					X	X	X	X
Boosted digital and social media posts activations for 1 year (content provided by Sponsor, to be approved by AGSW)					X	X	X	X
Industry Exclusive						X	X	X
Customized onsite activations at select events						X	X	X
Logo on AGSW Branded step and repeat							X	X Premium Placement
Title Sponsor of 1 Signature AGSW Event (or Customized Event at additional cost)							X	X
Landing page on AGSW website							X	X
Logo and link on AspenOUT.org for 1 year 2024							X	X
Presents website banner w/link on AGSW website for one year 2024								X
Logo on video wall at White Party								X
Opportunity to provide branded GA Bags (1500)								X
Presenting sponsor of the week (Aspen Gay Ski Week Presented by: ' ')								X
Logo on event wristbands								X
Right of first refusal to sponsor VIP tent at Host Hotel (*\$30k add on includes rentals and limited hosted bar)								X





## 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, and special fundraisers.

## 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.

## OPENING RECEPTION & 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. We will make every effort to connect folks if there is an opportunity to showcase your product/company.

## DAILY APRÈS SKI

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A tradition for skiers and snowboarders alike 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 branding, product sampling and hosting the bar 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. And now with a focus on both mxn and womxn centric events.

## 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.



# 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 to host a reception, product sampling and branding, 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 600 person indoor pool party and dance event, that offers the opportunity for unique activations, multiple banners, gobo's, swag, recognition in programs, announcements, signage and product sampling.



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## BENEFICIARIES

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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:

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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
- Planned Parenthood
- Family Equality Council
- Aspen Film
- Aspen Hope Center
- Local Area Schools GSA's
- PFLAG
- IGLTAF
- Tyler Clementi Foundation
- [Click to see more Impact and Benefactors](#)

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# DEMOGRAPHICS

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## SKI WEEK DEMOGRAPHICS:

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- 3,750+ participants, 85% male, 15% female, average age 30-55 years old
- Average spent at ski week is \$10,000 per person (accommodations and travel included)
- Per capita income \$130,000+
- 15% international participation (Australia, South America and European countries during a normal non-COVID year)
- Attendees from major metropolitan areas and local Aspen residents
- Google Targeted to 10% LGBTQ+ Diverse Luxury Travelers
- Online Audience Top 10 States:
  - California
  - Illinois
  - New York
  - Ohio
  - Florida
  - New Mexico
  - Colorado
  - Pennsylvania
  - Texas
  - Massachusetts

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## MEDIA & SOCIAL OUTREACH

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AGSW works with national and regional media sponsors, including internet outlets, to promote our event. We like to leverage the coverage we get to better help spotlight all of our partners and sponsors. We look forward to working with your organization in 2024. [Click to see 2023 media.](#)

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## COLLATERAL MATERIALS

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### OPPORTUNITIES FOR YOUR CORPORATE NAME DEPENDING ON SPONSOR LEVEL

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| • ASGW Program: 3,000+ and hosted on AGSW website for 1 year                                   | • Banners and posters at various events      |
| • AGSW email & SMS correspondence: 10,000+ monthly   | • Paid boosts and advertisements             |
| • T-shirts, hats, buffs, lanyards and other marketing materials depending on sponsorship level | • Gobos                                      |
|  | • AGSW/AspenOUT Homepage                     |
|  | • Social Media [Facebook, Instagram, TikTok] |