

An aerial photograph of a snowy mountain town, likely a ski resort, serves as the background. The town is nestled in a valley, with buildings and roads visible. The surrounding mountains are covered in snow and evergreen trees. Overlaid on the image are several vibrant, colorful graphic elements: a large, multi-colored ribbon-like shape in the top left corner; a large, multi-colored number '2020' in the center, with a serrated edge on its left side; and another large, multi-colored ribbon-like shape in the bottom right corner. There are also several semi-transparent, overlapping circles in shades of green and blue scattered across the scene.

AAGSW

SPONSORSHIPS



CELEBRATING 48 YEARS OF PRIDE IN ASPEN

Get Ready to SHRED & CELEBRATE at Aspen Gay Ski Week's 48th Year in Aspen, Colorado!

Aspen Gay Ski Week (AGSW) is back for its 48th year, bigger and better than ever, inviting a diverse range of winter sports enthusiasts and elevated party people. AGSW is your chance to experience and present your organization at the PREMIER LGBTQ+ ski event in North America.

Imagine this: powder days on four incredible mountains, bluebird skies overhead, and epic après-ski with the most inclusive and welcoming crowd you'll ever meet.

AGSW isn't just a ski week; it's a winter wonderland celebration with a non-stop schedule of events that rivals the best Pridefests worldwide!

Join us January 12th-19th, 2025, for a week you won't forget. Think fabulous events, product experiences, dazzling entertainment, and the chance to connect with over 4,000+ amazing LGBTQ+ people.

As if that wasn't enough reason to join AGSW 2025, we would like to remind folks that **AGSW is one of the only not-for-profit ski weeks in the world.** AGSW supports AspenOUT, a nonprofit providing free and subsidized mental health counseling locally and nationally, college scholarships, and more to the LGBTQ+ community, primarily focusing on youth programming. Be a part of a unique movement with deep roots in LGBTQ+ history, all while making a difference and connecting with an affluent audience as we ramp up to our **50th Anniversary in 2027 where we aim to grant out \$1M in funding.**

We invite you to contact us for additional information on how you and your organization can participate during AGSW 2025 and the entire year through our digital campaigns.

You may also visit our website for up-to-date information and programming -

GaySkiWeek.com / AspenOUT.org

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AspenOUT

EMPOWERING CHANGE:

HOW YOUR SPONSORSHIP MAKES A DIFFERENCE

FUNDED
\$175,000*

MENTAL HEALTH CARE FOR
QUEER YOUTH NATIONALLY
AND IN THE ROARING FORK
VALLEY IN 2023 ALONE



AWARDED
\$100,000

IN OUR 2023 GRANT SEASON
TO EMPOWER UNDERSERVED
LGBTQ+ NON-PROFITS &
COMMUNITY ORGANIZATIONS



PROVIDED
OVER 75+

DIRECT SCHOLARSHIPS
TOWARD LGBTQ+ AND
ALLY STUDENTS OVER
THE PAST 5 YEARS



*Average amount each grant season since 2022

AGSW

DEMOGRAPHICS

4,000+
PARTICIPANTS



15%
INTERNATIONAL
TRAVELERS



\$130K
INCOME
PER CAPITA



\$12K
AVERAGE
SPEND AT
AGSW*

**TOP
10%**
TARGETED LGBTQ+
LUXURY TRAVELERS

**85% MALE
11% FEMALE
4% TRANS/NON-BINARY**



30-55
AVERAGE AGE



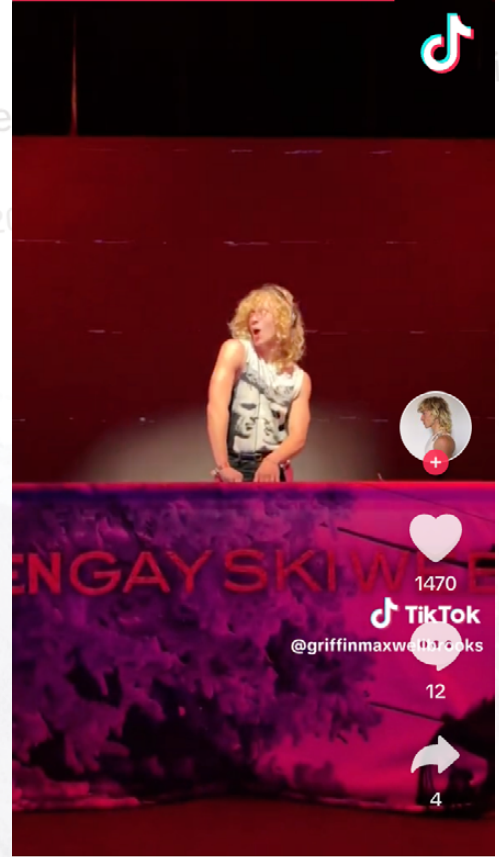
*Accommodations and travel included



AGSW

MEDIA & INFLUENCERS

AGSW continues to partner with various influencers and public figures that align with our non-profit's mission. In 2024 we had Griffin Maxwell Brooks, a TikTok personality with over 1.2M followers and 100.6M likes. We also welcomed back Los Angeles based community leader, Chanel Lumiere and IG influencer JW Barger, who connects to an affluent travel demographic. @Pattiegonia with 603k followers participated in our downhill costume contest promoting intersectionality between climate change and LGBTQ+ Rights. We also welcomed regional content creators @JakeGrez , @JoeCorso, @Gregory.Molony, @BillKapfer, and @2_dallas_dads for a total combined reach of 467k followers.




50+
 ONLINE ARTICLES
 WRITTEN IN 2024

Watch more exciting... [Watch now](#)

@griffinmaxwellbrooks 
 Had such an amazing time @aspengayskiweek this year... ..See more
 🎵 Perfect (Exceeder) - Mason & Princess Superstar

AGSW FEATURED IN









\$100,000 \$75,000 \$50,000 \$35,000 \$25,000 \$15,000 \$7,500 \$3,000

	\$100,000	\$75,000	\$50,000	\$35,000	\$25,000	\$15,000	\$7,500	\$3,000
AGSW BRANDING OPPORTUNITIES								
Presenting Sponsor of AGSW 2025	X							
Logo on AGSW 2025 Step & Repeat	X							
Branded Items in Gift Bags (175 VIP & 1750 GA)	X	X	X	X	X	X	X	X
Branded GA Gift Bags (1750)	X	X	X	X	X	X	X	X
Industry Exclusivity	X	X	X	X				
HOSPITALITY SUITE & HOST HOTEL								
1 Table Space (6'x2.5')			X	X	X	X		
2 Spaces for Booth or Custom Activation (12'x6')	X	X						
Custom Lounge in Hospitality Suite	X							
1 Day Activation at Host Hotel		X	X	X	APRÈS ONLY			
Presenting Sponsor of VIP Après Tent	FIRST RIGHT							
DIGITAL								
Logo on AGSW Website with Hyperlink for 1 Year	X	X	X	X	X	X	X	X
Logo on AspenOUT Website with Hyperlink for 1 Year	X	X	X	X	X	X	X	
Logo on Newsletter Hyperlinked to AGSW Sponsor Page	X	X	X	X	X	X	X	X
Banner Ad on AGSW Website	X	X	X	X	X	X		
Social Media Posts (sponsor provided content)	X	X	X	X	X	X	X	
Gaggle Ads	X	X	X	X	X	X	X	
Custom Newsletter Inclusions	X	X	X	X	X			
Custom Landing Page on AGSW's Website	X	X	X	X	X			
ON-SITE BRANDING AT SPECIFIC EVENTS								
Event Branding at all AGSW Flagship Events	X							
Title Sponsor of 1 AGSW		X	X	X				
Branded Step and Repeat at Event (provided by sponsor)		X	X	X				
Pull Up Banners (provided by sponsor)		X	X	X	X	X	X	
Activation (sampling, table, photo op)		X	X	X	X	X		
Branded Staff Shirts, Cups or Swag (provided by sponsor)		X	X	X	X	X	X	
PRINT								
Full Page Ad in Printed and Online Program		X	X	X	X	X	X	X
2 Full Pages Ad in Printed and Online Program	X							
PASSES AND TICKETS								
Patron Passes	12	8	6	4	2			
Black Diamond Passes					2	2		
MISCELLANEOUS								
Custom Wrap Up Report	X	X	X	X	X	X	X	
Discount Lift Tickets	X	X	X	X	X	X	X	
Discount Hotel Rooms (first come, first serve)	X	X	X	X				
CUSTOM EVENT PRODUCTION								
Management, Marketing, Reconciliation, Wrap Up (in addition to AGSW signature events)	X	X	X	X	X			

APRÈS VIP TENT EXPERIENCE | \$30,000

An incredible opportunity to present your brand with intimate and invaluable face to face interaction with our AGSW 2025 VIP attendees. Decorate and brand this cozy tent in the heart of all the action, our host hotel, the Limelight Aspen.

CUSTOM APRÈS SKI ACTIVATION | \$5,000 / 1 DAY

Located in main area of the Limelight Aspen.

HOST BRAND OF APRÈS SKI BAR | \$5,000 / 1 DAY

Located at our host hotel, the Limelight Aspen

- Welcome drinks or hosted bar (paid for by sponsor)
- Gobo over fire place
- Branding at bar
- Staff can wear branded attire
- Custom theme
- Items must be provided by sponsor

CUSTOM EVENT PRODUCTION | \$10,000 / 1 EVENT

Management, marketing, reconciliation, and wrap up. Want to have our team create an event specific for your organization or brand? We will manage, market, reconcile funds, and provide an event wrap up all while working with your team to provide a memorable experience during AGSW 2025. Custom Event Production will include:

- Listed on our official AGSW 2025 online calendar and printed program
- AGSW will market through all social media channels
- AGSW will include in digital newsletters
- AGSW will sell through our database
- Must not compete with an existing AGSW event

BRANDING IN LIMELIGHT HOTEL MAIN APRÈS AREA

- Step and Repeat in main area for one night | \$2,500
- Step and Repeat in main area for entire week | \$7,500
- Pull Up banner in main area one night | \$1,500
- Pull Up Banner in main area for entire week | \$5,000

AGSW DIGITAL CAMPAIGN | \$5,000 / 1 YEAR

- Landing page with highly targeted Google Ads and SEO
- Social Media Posts
- Newsletter inclusions with content

ASPENOUT SPONSORSHIP | \$5,000 / 1 YEAR

- Logo and link on AspenOUT for 1 year
- Logo and link on AspenOUT newsletters

HOSPITALITY SUITE AT THE LIMELIGHT ASPEN

12' x 12' Space for the entire week | \$15,000

6' x 3' table for the entire week | \$10,000

AGSW

SIGNATURE EVENTS SNAPSHOT

DRAG QUEEN BINGO

A FABULOUS BINGO BRUNCH WITH HOST MARIAM T! ENJOY BUBBLES, BRUNCH, AND PRIZES WITH NEWEST ANNUAL TRADITION.



CARIBOU CLUB

AN EXCLUSIVE CLUB NIGHT OUT AT ASPEN'S MOST PRESTIGIOUS PRIVATE CLUB. WITH A NIGHTCLUB AND LOUNGE THAT'S ALWAYS BUZZING WITH SOCIALITES.



DAILY APRÈS

HOSTED AT THE LIMELIGHT ASPEN, AGSW'S APRÈS BRINGS 500+ ATTENDEES, PRODUCT SAMPLING & BAR HOSTING.



WOMXN'S NIGHT

A NIGHT OF DANCING FOCUSED ON PHENOMENAL FEMMES, FABULOUS LESBIANS, AND AMAZING ALLIES!



BELLY UP DANCE PARTY

A MUSIC LOVERS DREAM WITH MONSTER SOUND SYSTEM AND LIGHTING TO ENHANCE YOUR MOOD.

DOWNHILL COSTUME CONTEST

JOIN US FOR OUR LONGEST RUNNING SIGNATURE EVENT, FEATURING FABULOUS DRAG QUEEN HOSTS, VIP TABLES, AND OPEN PARTICIPATION FOR THE WHOLE COMMUNITY.



TOP OF THE MOUNTAIN DANCE

HIT THE DANCE FLOOR AT 11,000 FT AFTER AN EPIC GONDOLA RIDE TO THE TOP OF ASPEN MOUNTAIN!

COMEDY VARIETY NIGHT

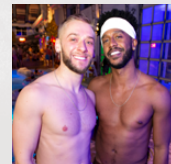
QUEENS OF CACKLING UNITE! OUR COMEDY & CABARET BRINGS VARIETY SHOW, HILARIOUS STARS, AND GUARANTEED SURPRISES!

SATURDAY NIGHT POOL PARTY

MASSIVE POOL PARTY FINALE! 600+ ATTENDEES, ACTIVATIONS, BRANDING & PRODUCT SAMPLING.



AND SO MUCH MORE!



AGSW

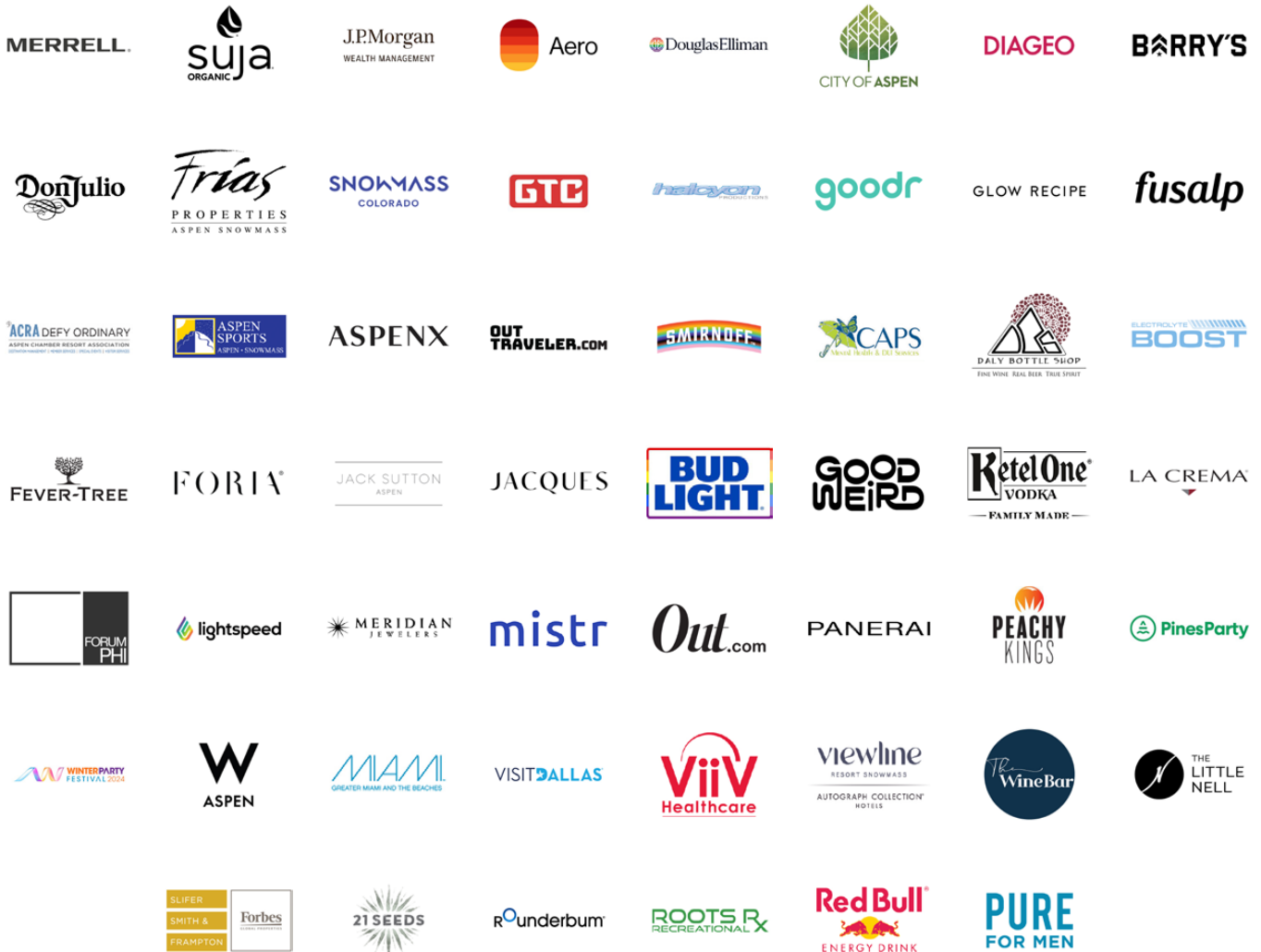


CONTACT & PAST SPONSORS

We would love to add your organization to our growing list of generous sponsors and partners who help provide vital services to the LGBTQ+ community throughout the year. With over 50 years of combined experience in advertising and marketing, our team is committed to making sure your brand receives the exposure and connection a sponsorship deserves. Reach out to us as soon as possible to maximize your exposure.

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JPMORGAN CHASE & Co.





AGSW

2025