

LAGSW

50





AGSW 50

A Golden Opportunity: Join the Historic 50th Anniversary of Aspen Gay Ski Week

Fifty years of carving paths—both on the mountain and in the community.

As we look toward January 17-24, 2027, we aren't just planning another event; we are preparing for the historic 50th Anniversary of Aspen Gay Ski Week (**AGSW 50**). In a world where meaningful allyship is more vital than ever, this milestone represents half a century of intersectionality, advocacy, and world-class celebration.

For our partners, AGSW 50 isn't just a celebration—it's a high-performance platform. We recognize that true partnership requires a tangible **Return on Investment**. By joining us for this landmark year, your organization gains direct access to an influential, affluent, and incredibly loyal Q+ demographic that rewards authentic brand alignment with sustained patronage.

Why partner with AGSW 50?

Unrivaled Visibility: Secure a seat at the table for our most ambitious year yet, featuring year-round digital engagement and premium on-site activations.

Strategic ROI: We specialize in authentic opportunities designed to meet your specific KPIs, ensuring your brand equity grows alongside our historic \$1 million fundraising goal.

Legacy Impact: Your support directly fuels AspenOUT, providing life-saving mental health services, scholarships, and youth programs that create a measurable difference in the Q+ community.

We invite you to be more than a logo on a banner. We invite you to be a cornerstone of Q+ history. Let's discuss how we can tailor this golden anniversary to deliver the real-world results your organization deserves.

Kimberly Kuliga
Executive Director
AGSW / AspenOUT

AspenOUT

EMPOWERING CHANGE:

HOW YOUR SPONSORSHIP MAKES A DIFFERENCE

FUNDED
\$275,000+

OF MENTAL HEALTH CARE
SERVICES FOR QUEER YOUTH
NATIONALLY AND IN THE
ROARING FORK VALLEY IN
2024-2026



AWARDED
\$100,000+

IN OUR PAST 2 GRANT
SEASONS TO EMPOWER
UNDERSERVED LGBTQ+
NON-PROFITS & COMMUNITY
ORGANIZATIONS

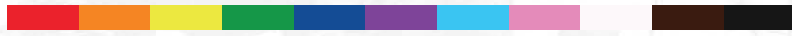


PROVIDED
OVER 75+

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



AGSW



DEMOGRAPHICS

5,000+
PARTICIPANTS



15%
INTERNATIONAL
TRAVELERS



\$155K
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

2027 AGSW SPONSORSHIP LEVELS

	\$120,000	\$80,000	\$50,000	\$35,000	\$25,000	\$15,000	\$7,500	\$3,000
AGSW BRANDING OPPORTUNITIES								
Presenting Sponsor of AGSW 2027	X							
Logo on AGSW 2027 Step & Repeat	X							
Branded Items in Gift Bags (175 VIP & 2000 GA)	X	X	X	X	X	X	X	X
Branded GA Gift Bags (2000)	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 (at presenting sponsor level)	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 (art provided by sponsor)	X	X	X	X	X	X		
Social Media Posts (art and captions provided by sponsor)	X	X	X	X	X	X	X	
Gaggle Ads (art provided by sponsor)	X	X	X	X	X	X	X	
Custom Newsletter Inclusions (art provided by sponsor)	X	X	X	X	X			
Custom Landing Page with SEO 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	6	4	2	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 PENTHOUSE | \$40,000

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.

CONTENT CREATION | \$7,000

Can't be here? WE can help with collecting content. Give us a shot list and we can get the shots for you...

CUSTOM APRÈS SKI ACTIVATION | \$10,000 / 1 DAY

Located in main area of the Limelight Aspen.

HOST BRAND OF APRÈS SKI BAR | \$8,000 / 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 (paid for by sponsor)
- Staff can wear branded attire
- Custom theme
- Items must be provided by sponsor

CUSTOM EVENT PRODUCTION | \$15,000 / 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 2027. Custom Event Production will include:

- Listed on our official AGSW 2027 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 | \$5,500
- Step and Repeat in main area for entire week | \$10,500
- Pull Up banner in main area one night | \$2,500
- Pull Up Banner in main area for entire week | \$5,000

AGSW DIGITAL CAMPAIGN | \$10,000 / 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 | \$20,000

6' x 3' table for the entire week | \$15,000

ON-SITE BRANDING AT A SPECIFIC EVENT | \$25,000

- Title Sponsor of AGSW Event
- Branded Step and Repeat (provided by sponsor)
- Pull-up banners (provided by sponsor)
- Activation / table sampling
- Branded shirts for staff (provided by sponsor)
- Branded cups/swag

SOCIAL MEDIA + GAGALE | \$10,000

- Posts pre and post AGSW 2027 on IG & FB
- Newsletter inclusions
- Ads Posts pre and post AGSW 2027 on Gagale.me
- Langing page with SEO to drive traffic

OVERALL BRANDING OPPORTUNITIES | \$10,000

- Logo on Weekly step and repeat
- Branded Items in gift bags (2000 GA / 175 VIP)
- Logo on tickets
- Branded GA Gift bags (2000 GA)

PRINT | \$3,000 / 1 FULL PAGE

Include your full page ad in our print program that will also live online in a digital form for 1 year.

WE WELCOME THE OPPORTUNITY TO BUILD OUT A CUSTOM SPONSORSHIP PROPOSAL THAT FITS YOUR COMPANY'S GOALS - CONTACT US TODAY

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.

JPMORGAN CHASE & Co.

