



WORLD PRO SKI TOUR 2018



[CLICK HERE TO WATCH
OUR 2018 PROMO CLIP!](#)



OVERVIEW

- The World Pro Ski Tour® is a nationwide series of events featuring the popular “dual” format of alpine ski racing.
- By placing two athletes side-by-side, spectators on-site and TV viewers consume the most exciting and easiest to understand format in alpine ski racing.
- Use the World Pro Ski Tour® to market to the affluent and luxurious lifestyle of skiing through premier events throughout the U.S. and Canada.
 - This format of racing will make its debut in the 2018 Winter Olympics!
 - For sponsors, the tour offers a variety of benefits including national TV exposure with branded assets throughout the hill in addition to five-star hospitality packages and powerful social media programs.





QUICK FACTS

- **WHO IS RACING:** Olympic, World Cup, and NCAA Competitors. WPST athletes provide an excellent opportunity for hospitality events or to collaborate with on WPST marketing programs.
- **WHERE WE RACE:** Premier resorts across the US and Canada with stops in all key regions. Events will take place close to the base area, which offers an improved spectator experience for foot traffic and skiers alike.
- **WHY WPST:** The World Pro Ski Tour® is a marketing platform that is used to connect brands with the loyal and affluent ski demographic. Use our year-round assets to become the preferred product of the ski community in North America.



Credit: Lisa Mutz-Nelson.



**CBS SPORTS
NETWORK**

Utilize the CBS Sports Network and the WPST to market to an affluent skiing community:

- The ski community annually spends: \$315B on Vehicles, Boats, Aircraft, etc., \$223B on Insurance, \$134B on Apparel and Accessories.
 - Races will be shown in HD on CBS Sports Network in a tape delay format. Time slots on weekend mid-day with a weekday primetime encore.
- Mean Household Net Worth of CBSSN viewers. \$384,410
 - Mean HHI for CBS Sports Network. \$92,047
 - Average income of ski racing fans. \$175K
 - Median Home Value of ski racing fans. \$321,774
 - Subscribers of CBS Sports Network. 44 million



THE WORLD PRO SKI TOUR IS A POWERFUL AND FLEXIBLE MARKETING PARTNER

2017 Pro Ski Challenge PR Highlights:

- 35+ pieces of coverage, 2.5M+ views, 1700+ social shares
- Content on all major Maine news outlets (NBC, ABC, CBS affiliates, largest newspapers, Mainebiz, etc.). Video features on major local shows such as Bill Green's Maine.
- Coverage on web outlets: Fox Sports, Ski Racing Mag, Men's Journal, Boston Herald, Sports Illustrated, ESPN, Powder Mag
- Sponsors will receive ads in event program placed in major local newspaper as a special section

In 2018 World Pro Ski Tour broadcasts, sponsorship packages will provide extensive logo exposure time throughout the race* (total broadcast time- 22:03):

- Event Entitlement: 20 min. 24 sec.
- Official Partner: 16 min. 59 sec.





HOSPITALITY

The World Pro Ski Tour® provides an exceptional opportunity for sponsors to entertain executives or clients for a full ski weekend. Spice up your normal off-site meetings or client entertainment trips with a World Pro Ski Tour Hospitality package.

- VIP access provides best available viewing area.
- VIP benefits include ski passes, Skiing with the Pros, on-site hospitality access credentials, invitations to exclusive evening functions and gift bags.
- Complimentary food and drink throughout the race and skiing days.
- Lodging packages available.



Credit: Lisa Mutz-Nelson.



WEEKEND SCHEDULE

- **Thursday**
 - Athletes and sponsors arrive at the resort
 - VIP Reception
- **Friday**
 - **Qualification:** Athletes compete to be one of 32 racers in Saturday's finals
 - Ski with the Pros Day or Pro-Am Fundraiser with top racers
 - Après-ski and evening parties at resort hot spots
- **Saturday**
 - **Finals-** the thirty-two athletes with the fastest times from qualification compete side-by-side in a single-elimination format which ultimately produces a winner
 - Awards ceremony and VIP function for sponsors, media, and athletes
 - Live music and Après-ski parties at the base of the mountain
 - VIP hospitality event with athletes and sponsors
 - Final evening party at the hottest bar in the resort area





WPST COMPETITORS

The debut event of the World Pro Ski Tour® featured some of the top athletes from the US, Canada, and around the world. Sponsorship packages include the opportunity to collaborate with athletes and their social media accounts.

- David Chodounsky, Olympian, 5x US National Champion (far R)
- Tim Jitloff, 2x Olympian, 7x US National Champion (bottom L)
- Robby Kelley, 2012 US National GS Champion, 3rd in USA in Slalom (bottom)
- AJ Ginnis, 2017 US and Canadian National Slalom Champion (bottom R)
- Trevor Philp (R) and Phil Brown, Olympians and World Championships Silver Medal in Team Event for Team Canada





2018 CALENDAR

Our 2018 calendar will be hosted by major resorts near desirable, large markets across North America. Event locations and schedules can be tailored to support sponsor marketing or hospitality requirements.

<u>DATES</u>	<u>RESORT</u>	<u>MAJOR MARKETS</u>
FEB. 8-10	Waterville Valley, NH	Boston
FEB. 15-17	Squaw Valley, CA	San Francisco
MAR. 29-31	Sunday River, ME	Boston, Portland





**Contact Us to Discuss a
Customized Package for You:**

Craig Marshall
Executive Director of Sales & Marketing
p. 207.446.1492
e. cmarshall@worldproskitour.com

Barrett Stein
Event Director
p. 970.708.5080
e. bstein@worldproskitour.com

- Overall Series Sponsor
- Event Entitlement Sponsor
- Series Official Product
- Local Event Partner
- Resort Host
- Ski Industry Partner

“From a spectator perspective WPST delivered an amazingly talented pool of athletes and a ski race that any level of viewer can follow and enjoy. From a business perspective WPST did a great job creating an environment where we could expose Tito’s Handmade Vodka to a lot of new consumers in a fun and festive environment. Our brand is all about entrepreneurial spirit and following your dreams in doing what you truly love to do. We were thrilled to be a part of this event and help these skiers do what they love to do!”

-Tim Burke, Tito’s



 **@worldproskitour**

 **fb.com/worldproskitour**