



# WORLD PRO SKI TOUR 2019



**CHECK OUT THE 2018 WPST FINALS BROADCAST**



# OVERVIEW

- The World Pro Ski Tour<sup>®</sup> 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<sup>®</sup> to market to the affluent and luxurious lifestyle of skiing through premier events throughout the U.S. and Canada.
  - This format of racing made 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.





**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, \$384,410  
Boats, Aircraft, etc., \$223B on Insurance, \$92,047  
\$134B on Apparel and Accessories. \$175K
- 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. \$321,774  
60 million
- Mean Household Net Worth of CBSSN viewers.
- Mean HHI for CBS Sports Network.
- Average income of ski racing fans.
- Median Home Value of ski racing fans.
- CBS Sports Network Households.



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

## 2017-18 WPST PR Highlights:

- 100+ pieces of coverage, 2.9M+ views, 9.5K+ social shares
- Content on major news outlets (NBC, ABC, CBS affiliates, largest regional newspapers, etc.). Video features on local shows such as Bill Green's Maine.
- Coverage on web outlets: Fox Sports, Ski Racing Media, Men's Journal, Boston Herald, Sports Illustrated, ESPN, Powder Mag, multiple stories distributed nationally by Associated Press
- 40K+ copies of WPST event programs distributed in major local newspapers and in resort areas

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

- 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 World Pro Ski Tour® features 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. Our athletes include:

- Mark Engel, 2018 US Olympian, Ranked #1 in US for Slalom
- David Chodounsky, 2018 Olympian, 5x US National Champion
- Nolan Kasper, 3x US Olympian, 2018 WPST Tour Champion
- Adam and Andreas Zampa, 2018 Olympians and 2017 World Championships Silver Medalists (Slovakia)
- Trevor Philp and Phil Brown, 2018 Olympians and 2015 World Championships Silver Medal (Canada)



Chodounsky (L) and Andreas Zampa. Credit: Kei Kullberg.

Kasper (L) and Adam Zampa. Credit : Brewster Burns.





# 2019 CALENDAR

Our tentative 2019 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>
DEC. 20-22	Devil's Glen, ON	Toronto
JAN 31-FEB 2	Buck Hill, MN	Minneapolis
FEB. 7-9 FEB. 21-23 MAR.	Vail Resorts, CO	Denver
14-16 MAR.	Waterville Valley, NH	Boston, Salt Lake
28-30	Aspen/Snowmass, CO	Boise, Seattle
	Sun Valley, ID	Sunday Portland, Boston
	River, ME	





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THE WORLD PRO SKI TOUR DELIVERS. BUT DON'T TAKE OUR WORD FOR IT:

“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 Handmade Vodka



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