



Steamboat Springs  
WINTER SPORTS CLUB

*Creating Champions*  
On and Off the Mountain

# SPONSORSHIP PROGRAM 2024-2025



## WHO WE ARE

Steamboat Springs Winter Sports Club provides sports and youth development programming for over 1,200 athletes in Steamboat Springs, Colorado. SSWSC's mission is to create champions on and off the mountain by developing life skills and personal growth through sports, inspiring every individual to achieve their highest level of personal and athletic potential. SSWSC alumni have become Olympians, NCAA champions, collegiate scholars, CEOs, and leaders. Our programs include alpine, cross country, freestyle, freeskiing, nordic combined, jumping, snowboarding, backcountry education, strength and conditioning, cycling, and skateboarding. Founded in 1914, SSWSC is one of North America's oldest and most successful winter sports clubs, serving tens of thousands of athletes for over a century, including 100 Olympians with 179 Olympic appearances and 19 Olympic medals. U.S. Ski & Snowboard has named SSWSC Club of the Year five times, more than any other club in the country.



## WHY DOES SSWSC HAVE SPONSORSHIPS?

- Sponsorships provide financial resources to support the SSWSC annual operating budget.
- Sponsorships create a partnership and activation between SSWSC and local, regional, and national businesses.
- Sponsorships represent the support SSWSC receives from the business community, along with the economic impact of its programs and events.
- Sponsorships provide a way for SSWSC to directly engage with businesses/brands on the mission and vision of the club.



***"Our mission at SOSI is about keeping the Steamboat community "out there" doing what they love most. We celebrate outdoor adventure, and we're thrilled to support athletes of Steamboat Spring Winter Sports Club who carry these same values to every competition."***

[WWW.SSWSC.ORG](http://WWW.SSWSC.ORG)



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## WHAT BENEFITS DOES SSWSC PROVIDE TO THE SPONSORS?

- Direct marketing with targeted demographics.
- Connecting business brands/products with the SSWSC brand of history, heritage, youth, excellence, and creating champions.
- Business/Brand activation via SSWSC programs and events.
- Belonging and participation in the community.
- Creates a direct connection between a business and a program, event, or aspect of SSWSC and helps promote their business.



*"Steamboat Springs Winter Sports Club has been an integral part of our local community for more than a century and is renowned for creating champions. We're thrilled to contribute to the legacy by helping kids of all backgrounds get out on the snow and experience the Steamboat Dream."*

## WHAT ARE THE BENEFITS OF SPONSORS TO SSWSC?

- Provides financial resources for its mission, vision, programs, and operations.
- Provides a direct connection to the business community.
- Represents businesses and products that support SSWSC.
- Additional community activation to support SSWSC programs, events, and volunteers.



*"Our partnership with SSWSC allows us to directly contribute to the growth and development of young athletes while also strengthening our community presence. The recognition and benefits have been invaluable."*

## WHY DO CURRENT SPONSORS SUPPORT THE CLUB?

- To demonstrate community engagement supporting the oldest and largest youth nonprofit in Steamboat Springs.
- To market their business.
- To break into the Steamboat Springs local and/or Colorado regional market.
- To show support for a program or event they have been involved with directly.
- To support something they believe in.
- To create a direct connection with a program, event, or aspect of SSWSC they believe in and helps promote their business.
- To target a specific demographic and identifiable market in Steamboat Springs and the connected stakeholders for communications and marketing.





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# SPONSORSHIP

## CATEGORIES & OPPORTUNITIES

### ANNUAL SUPPORT PARTNERS (GOLD/SILVER/BRONZE)

Steamboat Springs Winter Sports Club Annual Support Partners receive recognition throughout the year as the foundation of support for everything SSWSC does throughout the community. Annual Support Partners receive the benefits outlined for the Gold, Silver, and Bronze Annual Partner levels.

### EVENT SPONSORS

SSWSC hosts a variety of competitions, community events, educational events, and fundraising events that offer opportunities for sponsors to receive direct engagement and marketing opportunities to specific audiences, as well as show their support for particular events.

### SPECIAL INITIATIVE SPONSORS

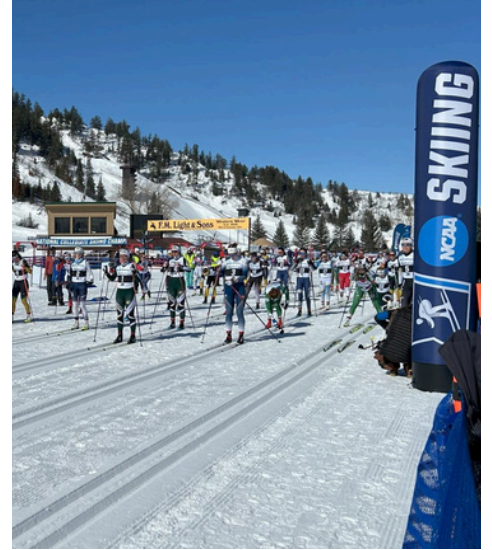
SSWSC implements a variety of special initiatives that offer opportunities for sponsors to receive direct engagement and marketing opportunities to specific audiences and show their support for these initiatives.



*"Supporting our kids and our community are two reasons why our company loves partnering with SSWSC."*

### APPAREL AND EQUIPMENT SPONSORS

SSWSC, its programs, events, and initiatives often require apparel and/or special equipment. Apparel and equipment sponsorships offer opportunities for sponsors to receive direct engagement and marketing opportunities to specific audiences through hard and soft goods. These sponsorships are separate from but often coupled with Annual Support Partners, events, initiatives, or other sponsorship opportunities.



## FACILITIES, VENUES, AND VEHICLES SPONSORS

SSWSC owns, maintains, and/or operates a variety of facilities and venues, as well as a fleet of vehicles. These sponsorships offer opportunities for sponsors to receive direct engagement and marketing opportunities to audiences associated with these active locations or moving billboards.

## SSWSC PROGRAM SPONSORS

SSWSC's core athletic programs are the backbone and primary purpose for its existence. Therefore, the primary funding strategy for these programs is embedded in SSWSC's annual operating budget and Annual Fund campaign. However, there are potential opportunities for businesses to show direct support for SSWSC core athletic programs through sponsorship or a directed business donation (see below) to the SSWSC Annual Fund. Support via Program Sponsorships or SSWSC Annual Fund Donations directed to specific programs fund budgeted expenses for that year's programming.



## SPONSOR PRODUCT ACTIVATION OPPORTUNITIES

SSWSC offers excellent opportunities for businesses to partner with SSWSC for product activation within the SSWSC community to promote their product, offer benefits to the SSWSC staff, families, or community, and provide direct financial support to SSWSC and its mission. These opportunities tend to be more narrow and targeted in scope, scale, and timeline and often act as a stepping stone to a higher sponsorship level in the future.

## BUSINESS DONORS

A business that makes a philanthropic gift to SSWSC and designates that gift as a business donation will be represented as a Business Donor, consistent with all other individual or family philanthropic donations.



*"Partnering with Steamboat Springs Winter Sports Club has been incredible. Their dedication to young athletes, community, and active lifestyles aligns with our values. Our sponsorship is a meaningful investment that creates lasting impact."*

## IN-KIND VALUATION NOTE:

The definition of "in-kind" is any good or service that is provided by the sponsor in lieu of a direct financial payment. For SSWSC partnerships to work and achieve the mutually stated goals for each type of sponsorship, and as a best practice, SSWSC must confirm the value of all-in-kind support. Products provided as part of an in-kind sponsorship will typically be valued at 50% MSRP (may vary), and services will be valued at the current market rate. SSWSC will require a "paid" invoice confirming the value of goods and services from the sponsor, or SSWSC will provide written confirmation of the valuation if none is provided.





# MARKETING AND PROMOTIONAL REACH

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## TRADITIONAL MARKETING

- Steamboat Radio - 1,500 thirty-second spots, 240 live DJ mentions, 7 interviews
- Steamboat Pilot & Today - advertising
- Consistent editorial coverage from local print & radio publications
- Event Posters
- On-site event banners and announcements
- Lincoln Avenue Event Banners

## DIGITAL MARKETING

[www.sswsc.org](http://www.sswsc.org) - Average 6,000 total user views per month  
 Event Livestreams - 30,000 total views per year  
 Weekly eNewsletter - 8,745 total emails from database  
 YouTube - 684 subscribers

### Facebook

**/sswsc/ 4,661+ - official pg**  
 Ads regionally for events  
 /sswscalpine/ 729+  
 /sswscsnowboard/ 870+  
 /sswscyouth/ 442+  
 /sswscycling/ 440+  
 /sswscU16alpine/ 271+  
 /sswscU14alpine/ 363+  
 /Sswscfreeskiing/ 235+  
 /Sswscfreestyle/ 602+  
 /sswsccrosscountry/ 146+

### Instagram

**@Team\_sswsc / 1,536+ - official pg**  
 @Sswsc\_sports performance / 150+  
 @Teamsteam\_moguls / 496+  
 @Teamsteam\_U16 / 519+  
 @sswsc\_U14 / 4,974+  
 @sswsc\_cycling / 639+  
 @Sswsc\_freeskiing / 784+  
 @Sswsc\_snowboarding / 1,069+  
 @Nc\_steamboat / 1,949+  
 @Sswsc\_youth / 380+  
 @Sswsc\_fis\_women / 144+  
 @Sswscxc / 192+

## DIRECT EMAIL DATABASE

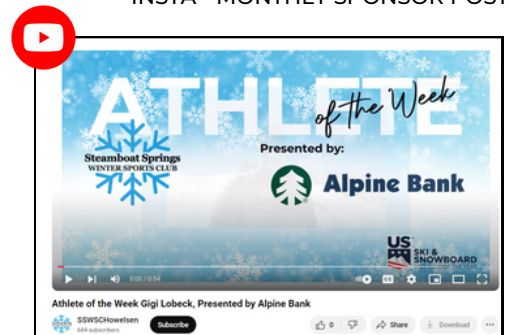
SSWSC Database: 8,745+ includes current membership (athletes and parents), past membership, alumni, donors, community members, sponsors, and friends of SSWSC.

## PARTNER CALENDARS

- [www.steamboatchamber.com](http://www.steamboatchamber.com)
- [www.steamboatmagazine.com](http://www.steamboatmagazine.com)
- [www.steamboat.com](http://www.steamboat.com)
- [www.steamboatradio.com](http://www.steamboatradio.com)
- [www.steamboatpilot.com](http://www.steamboatpilot.com)



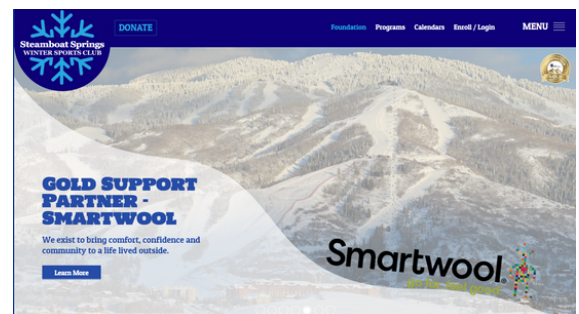
INSTA - MONTHLY SPONSOR POST



YOUTUBE - ATHLETE OF THE WEEK



YOUTUBE - LIVESTREAM



WEBSITE - HOMEPAGE



# ANNUAL SUPPORT & BENEFITS 2024-2025

Recognition as an Annual Support Partner of the month, which includes the following activation during the designated month:	Gold	Silver	Bronze
Company/Organization highlight (75-100 words)	×		
Logo in newsletter (logo link to partner's webpage)	×	×	×
SSWSC home page hero feature (link to partner's webpage)	×	×	
Social Media mentions (tagged to partner's social account(s))	2	1	
<b>ONGOING:</b>			
Weekly Newsletter Recognition of Support Partner Group (Logo)	×	×	×
Group Social Media Post - tagged to partner's social account	1/month	1/month	1/month
Logo recognition on website - linked to partner homepage	×		
Group 6'x20' Banner posted in Howelsen Hill Lot	×		
Live Stream Video Broadcasts Group Recognition	×		
Sponsor-specific banner at all specific competitions (3' x10' - provided by sponsor)	National Level Competitions	Supported Regional Competitions	
Sponsor Group recognition/banner	Supported Regional & Local Competitions		Supported Local Competitions
Announcer recognition of Annual Support partner at all national competitions	×		
Announcer recognition of Annual Support partner at select regional competitions	×	×	
Announcer recognition of Annual Support partner at select local competitions	×	×	×
Radio ad recognition highlighting Gold Sponsor support	×		
SSWSC Annual Report recognition	×	×	×
SSWSC Annual Awards booklet recognition	×	×	×
Sampling/Marketing Opportunities at any SSWSC events, including Ski Swap, Bike Swap (pre-approved required)	×		
Vendor provided table/tent at select events, including Ski Swap and Bike Swap (15% of sales to SSWSC and pre-approved required)	×	×	×
Use of SSWSC logo to promote SSWSC/organization partnership (pre-approval required)	×	×	×
<b>Winter Carnival - Gold Sponsor Group recognition:</b>			
Radio Ads	×		
Printed Schedule of Activities	×	×	×
Howelsen Hill stage banner	×	×	×
Night show announcer recognition	×		
Annual Support Partner board at SSWSC tent	×	×	×
Thank you advertisement	×	×	×
<b>Fourth of July Jumpin' &amp; Jammin':</b>			
Radio Ads	×		
Individual Annual Support Partner banner	×	×	×
Announcer recognition as Annual Support Partner	×	×	×
Annual Support Partner group banner	×	×	×
<b>Additional Benefits:</b>			
4 Tickets to the Annual SSWSC fundraiser	×		
2 Tickets to the Tito's Soiree	×	×	
Annual Support Partner pricing on additional sponsorship opportunities	×	×	×



# EVENT SCHEDULE 2024-2025

*Gold*

## SUPPORT PARTNER EVENTS

SSWSC's Gold events represent a national or international field of competitors and/or are established as some of the highest-profile events in Steamboat. These events attract spectators, both in person and via live streaming, that extend well beyond those directly involved with the event. Gold Annual Support Partners get the most prominent exposure at the events that draw the most spectators and public engagement - Winter Carnival in the heart of the winter and Jumpin' and Jammin' on July 4.

### ALL EVENTS

Gold Support Partners are represented on group banners and eligible for marketing activation with at least two weeks prior approval to coordinate details.

**DECEMBER 7-8, 2024**

Jumpin' & Bumpin' Weekend at Howelsen - Jump/Nordic Combined Winterstart and Rocky Mountain Freestyle Moguls Comp

**DECEMBER 18-21, 2024**

Holiday Classic Alpine Giant Slalom, Slalom and Night Slalom and Festival

**JANUARY 8-10, 2025**

Snowboard Race To The Cup

**FEBRUARY 5-9, 2025**

Winter Carnival

**JULY 4, 2025**

Jumpin' and Jammin'

*Silver*

## SUPPORT PARTNER EVENTS

SSWSC's Silver events represent regional fields of competitors. These events represent spectators deeply engaged in the competitive event (parents, coaches, teams, partner and regional resorts, etc.) and a demographic that is part of the core ski/snowboard community throughout the Mountain West. Silver Annual Support Partners also receive appropriate exposure at the events that draw the most spectators and public engagement - Winter Carnival in the heart of the winter and Jumpin' and Jammin' on July 4.

**JANUARY 20-21, 2025**

Freestyle Rocky Mountain Qualifier Series Moguls Comp

**JANUARY 25-26, 2025**

Alpine Age Class

**JANUARY 4-5, 2025**

Rocky Mountain Division, Jump/Nordic Combined Junior National Qualifier

**JANUARY 10-11, 2025**

Alpine Skills Fest

**JANUARY 18-19, 2025**

Winter Carnival

**FEBRUARY 5-9, 2025**

Alpine Sync Age Class

**JANUARY 13-14, 2025**

Alpine U14/U16 Showdown

**MARCH 6-8, 2025**

Jump/Nordic Combined Western Regional Championship

**JULY 4, 2025**

Jumpin' and Jammin'

*Bronze*

## SUPPORT PARTNER EVENTS

SSWSC's Bronze events primarily serve the local community and engage families, the community, and our partners in fun and inclusive activities. These events are open to participation beyond current SSWSC athletes or members and act as a way for SSWSC and its sponsors to welcome and include the whole community in the fun. Bronze Annual Support Partners also receive some exposure at the events that draw the most spectators and public engagement - Winter Carnival in the heart of the winter and Jumpin' and Jammin' on July 4.

**JANUARY 8 - MARCH 19 (Wednesdays)**

Steamboat Cup

**JAN 15, JAN 29, FEB 12, MAR 12**

Wednesday Night Jump

**FEBRUARY 5-9, 2025**

Winter Carnival

**MARCH 22, 2025**

Slash & Burn Junior

**JULY 4, 2025**

Jumpin' and Jammin'