



SPONSORSHIP DECK

April 7 - 13, 2025 | Whistler BC

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BECOME A SPONSOR

Join the excitement and support the **World Ski & Snowboard Festival (WSSF)** as a sponsor.

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At the **World Ski & Snowboard Festival**, is dedicated to celebrating the essence of winter's dynamic spirit and fostering a global community of passionate adventurers, artists, athletes, and enthusiasts. **Our mission** is to create an immersive and exhilarating experience that transcends boundaries, uniting individuals through the shared love for mountain culture, snow sports, artistry, and music.



COMMUNITY AND CULTURE

The festival fosters a sense of community and camaraderie among winter sports enthusiasts, athletes, artists, and visitors. It celebrates the unique mountain culture that thrives in **Whistler** and its surroundings.



PARTIES AND NIGHTLIFE

Nighttime events, parties, and après-ski gatherings contribute to the festive atmosphere of **WSSF**. Attendees can enjoy socializing, dancing, and celebrating in various venues around Whistler.



SPORTS COMPETITIONS

The festival showcases a variety of ski and snowboard competitions, attracting professional athletes and enthusiasts alike.



FILM AND PHOTOGRAPHY

WSSF hosts film screenings and photography exhibitions that celebrate the creative aspects of skiing, snowboarding, and mountain culture. It's a platform for filmmakers and photographers to showcase their work, capturing the excitement and beauty of winter sports and mountain environments.



MUSIC AND ENTERTAINMENT

Live music performances and entertainment are integral to the festival. Concerts featuring both local and internationally renowned artists are held, adding a lively atmosphere to the event.

TARGET AUDIENCE

DEMOGRAPHICS

The target audience for the **Wold Ski & Snowboard Festival** encompasses a diverse range of individuals who share a passion for winter sports, mountain culture, art, and music. This audience includes winter sports enthusiasts of all skill levels, art and culture aficionados, music lovers, adventurous travelers, young adults, creative professionals, local community members, social and environmental advocates, families, and those seeking unique and immersive experiences.

ATTENDEE PROFILE

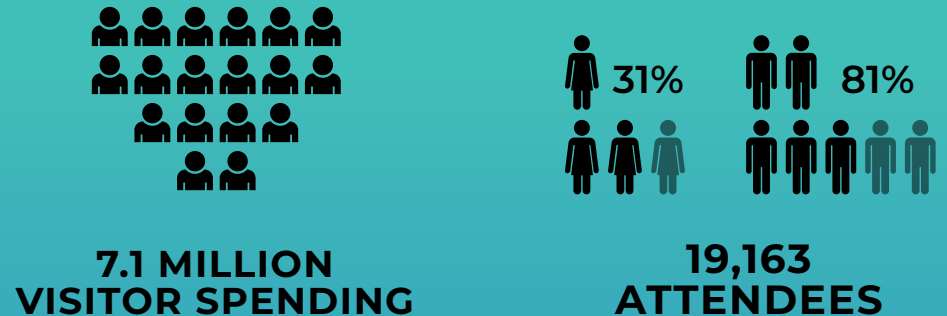
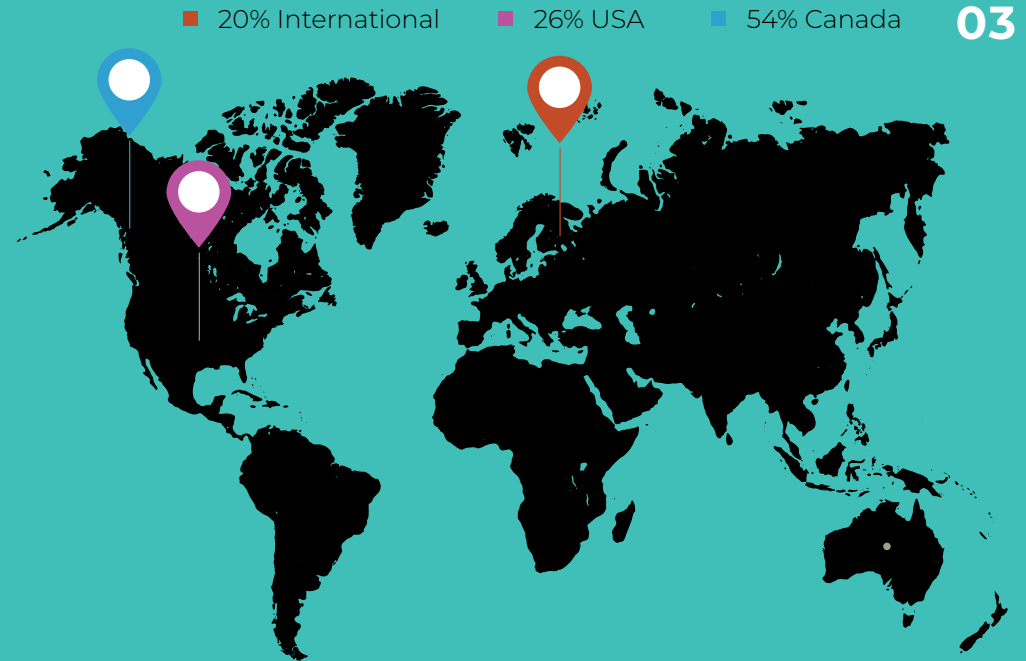
81% Male / 31% Female

Age Range: 18-55

Median Household Income: \$70,000

Education: 45% College Graduates or Higher

Location: International attendees, primarily from North America, Europe, and Asia



1

PRIMARY DEMOGRAPHIC

Age Group

Gen Z and millennials (18-34 years old) form the primary demographic. They are drawn to the festival's energetic atmosphere, combination of sports and entertainment, and the opportunity to socialize with like-minded individuals.

Sport Enthusiast

People with a strong interest in skiing and snowboarding, ranging from beginners to experienced athletes. They view the festival as an opportunity to engage with their favorite winter sports and witness high-level competitions.

Music lovers

Those who have a love for music across genres, appreciating live performances and the festival's music-related events.

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SECONDARY DEMOGRAPHIC

Families

Families with children seeking a unique winter vacation experience that offers a blend of activities suitable for various age groups.

Art and Culture Enthusiasts

Individuals who are intrigued by the artistic aspect of the festival, including art exhibitions, film screenings, and other creative expressions.

Local Community Members

Residents of Whistler, Sea to Sky nearby areas who view the festival as a part of their local culture and are interested in supporting and participating in the event.

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TERTIARY DEMOGRAPHIC

Adventure Seekers

Those who are looking for outdoor adventure beyond skiing and snowboarding, such as snowshoeing, guided tours, and outdoor art installations.

Travelers and Tourists

Tourists visiting Whistler during the festival, attracted by the unique combination of winter sports, culture, and entertainment.

Creative Professionals

Artists, photographers, filmmakers, and designers who see the festival as a platform to showcase their work and connect with like-minded creatives.

SPONSORSHIP OPPORTUNITIES

The **World Ski & Snowboard Festival** in Whistler offers a range of sponsorship opportunities for businesses looking to connect with a diverse and enthusiastic audience in the snow sports and outdoor adventure industry. **WSSF** is known for its high-energy atmosphere and international attendance, it presents several sponsorship opportunities.

SPONSORSHIP OPTIONS:

TITLE SPONSOR

- ✓ Exclusive branding as the Title Sponsor of the festival
- ✓ Premium logo placement on all marketing materials
- ✓ Extensive media coverage and press mentions

PRESENTING SPONSOR

- ✓ Exclusive branding as the Presenting Sponsor of a specific event at the festival
- ✓ Social media exposure and online promotion
- ✓ Featured in all marketing materials and promotions

SUPPORTING SPONSOR

- ✓ Logo placement on festival collateral
- ✓ Product showcasing opportunities
- ✓ Category exclusivity options

VENUE ACTIVATION SPONSOR

- ✓ Customized event in Gibbons Venues
- ✓ Product showcasing opportunities
- ✓ Branding opportunities

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BRANDING OPPORTUNITIES

Prominent logo visibility on event materials
Banners, signage, and website **exposure**.

COMMUNITY ENGAGEMENT

Sponsors can participate in community-driven initiatives associated with the festival, showcasing their commitment to **social responsibility**.

CUSTOMIZED PACKAGES

WSSF can tailor sponsorship packages to meet specific **business goals** and budget constraints, ensuring a customized approach that aligns with each sponsor's objectives.

DIGITAL PROMOTION

Maximize your brand's exposure with our festival sponsorship opportunities. Gain online visibility through social media shoutouts, website integration, and **digital advertising**.

SPONSORSHIP BENEFITS



Being a sponsor at **World Ski & Snowboard Festival** offers a multitude of benefits that can significantly enhance your business's brand exposure, reputation, and engagement within the snow sports and outdoor adventure community. Becoming a sponsor at the **WSSF** in Whistler offers comprehensive benefits that go beyond logo placement, providing sponsors with a unique chance to connect, engage, and leave a lasting impression on a passionate and dedicated audience.



EXTENSIVE BRAND EXPOSURE

The festival attracts a diverse and international audience, providing sponsors with widespread visibility and brand recognition on a **global scale**.



TARGETED MARKETING

Sponsors can **strategically align** themselves with specific events or segments of the festival that resonate most with their target demographic, ensuring their message reaches the right audience.



CONTENT CREATION OPPORTUNITIES

Sponsors can capture **engaging content** such as photos and videos at the festival, which can be utilized for future marketing campaigns and promotional materials.



NETWORKING AND PARTNERSHIPS

The festival showcases a variety of ski and snowboard competitions, attracting professional athletes and enthusiasts.



LONG-TERM IMPACT

The festival's lasting impact on attendees can lead to extended **brand loyalty** and customer engagement beyond the event itself.



BRAND ASSOCIATION

Sponsors can leverage the festival's positive and energetic atmosphere to create strong and **emotional connections** with attendees.

SPONSORS

World Ski & Snowboard Festival (WSSF) offers your brand a unique opportunity to connect with Whistler's snow sports community. With targeted placements at specific events, you'll engage directly with an audience passionate about winter adventure, creating memorable experiences that extend beyond traditional exposure.

CURRENT 2025 SPONSORS



SPONSORSHIP PACKAGES

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Package 1

\$200,000

Title Sponsor

- ✓ Exclusive branding as the "Title Sponsor" of the festival
- ✓ Premium logo placement on all marketing materials
- ✓ Extensive media coverage and press mentions
- ✓ On-stage acknowledgment during key events
- ✓ Product showcase area with prime location
- ✓ VIP passes for key representatives

Package 2

\$40,000

Presenting Sponsor

- ✓ Exclusive branding as Presenting Sponsor of a specific festival event
- ✓ Logo visibility on selected marketing materials
- ✓ Social media exposure and online promotion
- ✓ On-site recognition during select events
- ✓ Product activation opportunities
- ✓ VIP passes for key representatives

Package 3

\$20,000

Supporting Sponsor

- ✓ Logo placement on festival collateral
- ✓ Recognition and branding on the WSSF festival website
- ✓ On-site mentions during specific activities
- ✓ Product activation opportunities
- ✓ VIP passes for key representatives

Package 4

\$5,000

Venue Activation Sponsor

- ✓ Customized event in a Gibbons Venue
- ✓ Product Showcasing and exclusivity opportunities
- ✓ Branding opportunities
- ✓ Exclusive area/ guest list at Gibbons venues
- ✓ Entertainment programming

*Starting at \$5,000. Range depends on venue.

We understand that each sponsor has unique requirements. We are flexible and open to crafting custom sponsorship packages tailored to your brand's specific goals and needs.

VILLAGE EXPO

Zone A

Included in Title Sponsorship Package

Valued at \$4,000 for 10x10 Space

Zone B

Included in Presenting Sponsorship Package

Valued at \$3,500 for 10x10 Space

Zone C

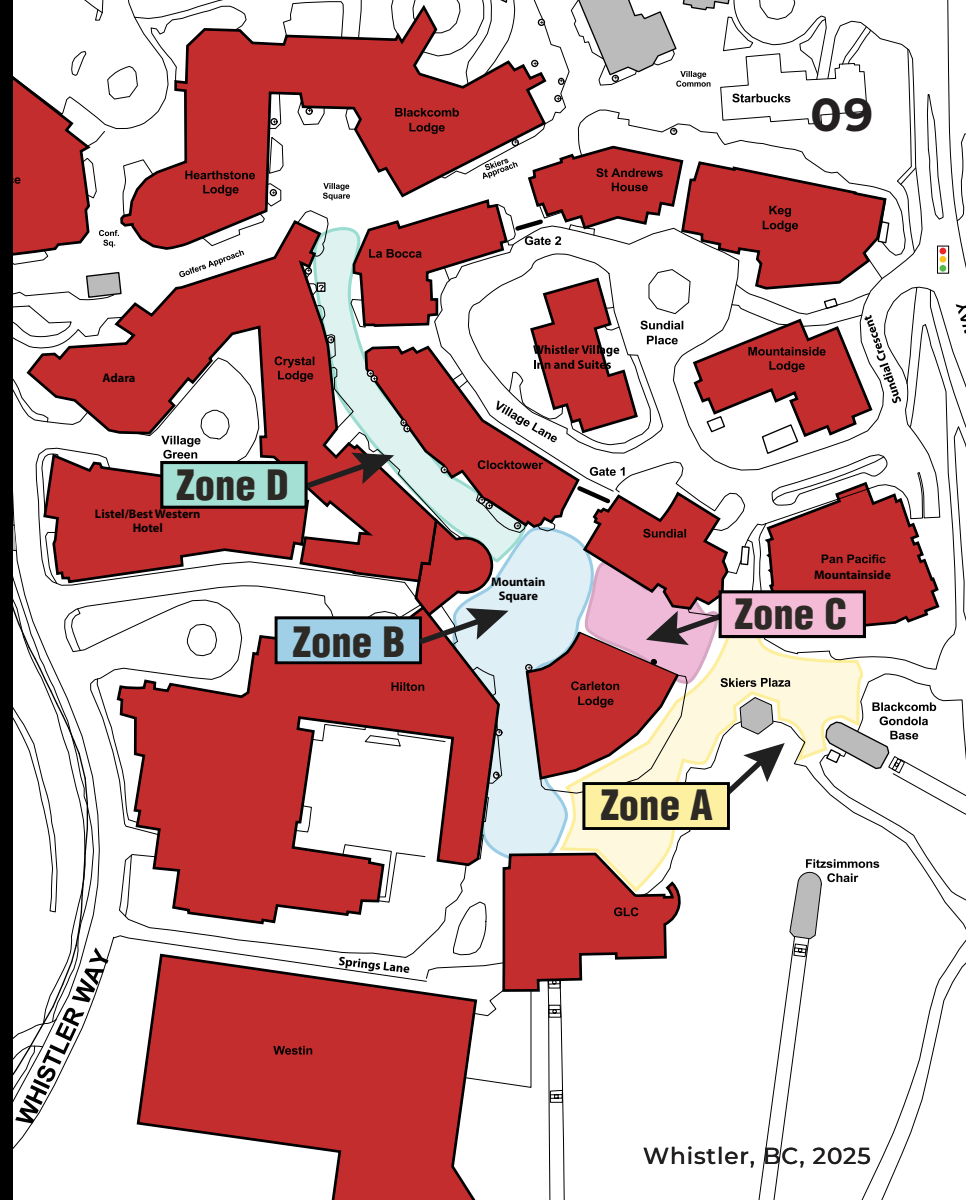
Included in Supporting Sponsorship Package

Valued at \$2,000 for 10x10 Space

Zone D

Expo Only Partners

Valued at \$2,000 for 10x10 Space

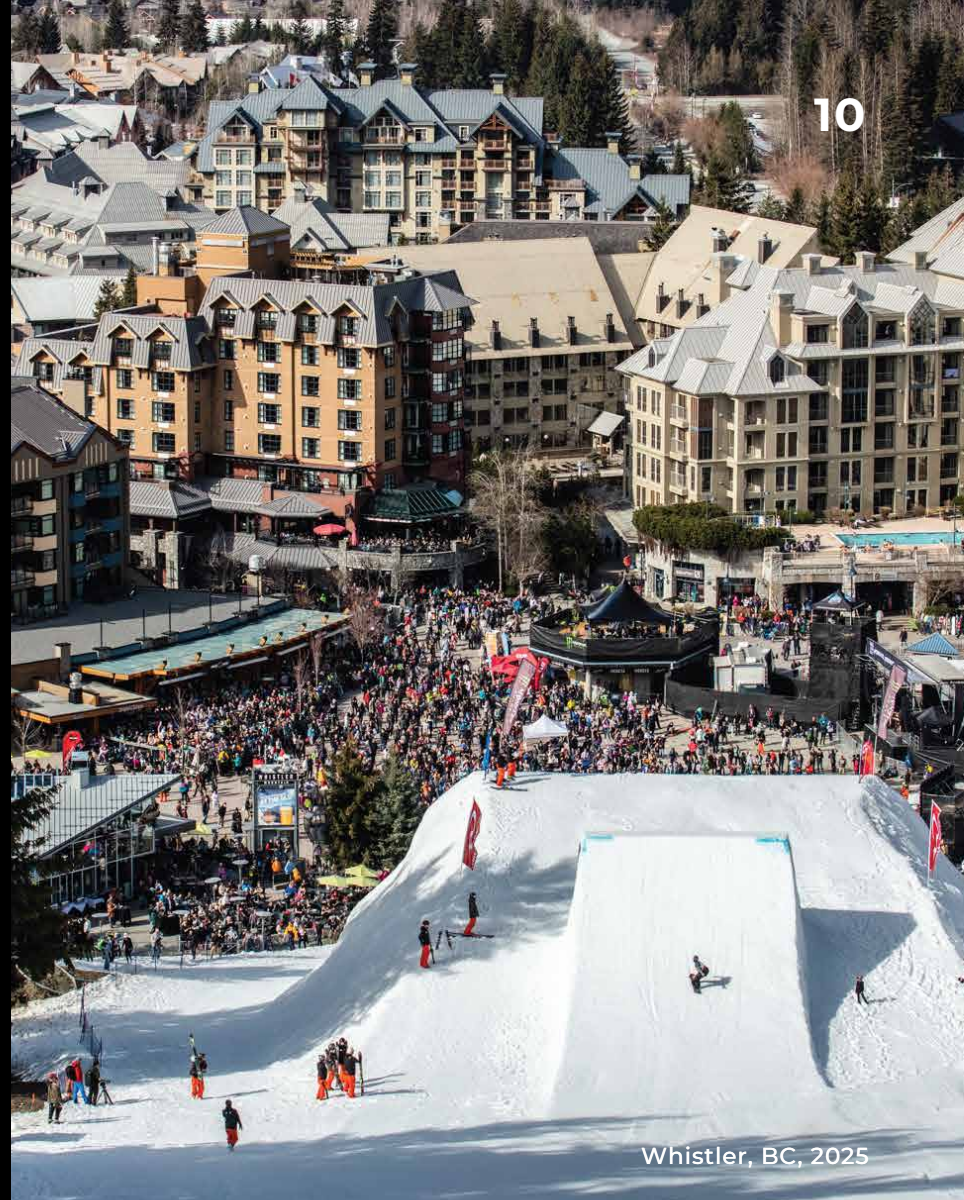


HOW TO BECOME A SPONSOR

Becoming a sponsor for Whistler's **World Ski & Snowboard Festival** through Gibbons Hospitality Group is an exceptional opportunity to align your brand with one of the most renowned and vibrant winter events in the world.

The process begins with **reaching out to Gibbons Whistler, expressing your interest in sponsorship.** Our experienced team will guide you through the available sponsorship tiers, each offering a range of benefits from logo placement and branding opportunities to exclusive access to festival events and promotions.

By partnering with Gibbons Whistler, you'll not only gain exposure to a diverse and engaged audience of snow sports enthusiasts, artists, and music lovers but also contribute to the success of an iconic celebration that fuses sports, culture, and entertainment in the stunning backdrop of Whistler, British Columbia. Your sponsorship investment will not only elevate your brand's visibility but also foster lasting connections and memories within this dynamic and influential community.



CONTACT INFORMATION

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