

Sponsor Kit
San Juan Skijoring
January 8th & 9th 2022



WHAT IS SAN JUAN SKIJORING



This is your chance to be a part of one of the fastest growing extreme sports in the West! Skijoring is a unique and exciting sport. It combines cowboys riding horses while pulling a skier through a challenging course of gates, jumps, and obstacles. This year will be Ridgway's sixth year hosting this event and we are ramping things up! The course design this winter will be different than anything ever seen before in the history of Skijoring.

San Juan Skijoring was founded in the summer of 2016. The first event took place at the Ouray County Fairgrounds in January of 2017. The goal was to take the sport of Skijoring to the next level with unique track designs that push skiers and riders to a new standard while creating a top-notch spectator event. The hope was that the excitement would bring spectators and competitors to the western slope during slower winter months. The first four years were very successful! Course designs were like nothing ever built before, jumps reached 8 feet in height, tabletops launched skiers over 50 feet, bank turns, whoop sections, and a "Gap Jump" over a pickup truck threw skiers for a loop. Riders navigated the track at high speeds pulling skiers safely to the finish, while at the same time, pushing for the fastest time of

the day. The first five years brought much needed excitement to the sleepy winter town of Ridgway and that was just the beginning. In 2022, the San Juan Skijoring Committee will lay out yet another new track design with features never seen before in the history of skijoring. Riders and skiers will need to work together if they want to put their names on the trophy in 2022.

We plan on having spectators this year as well as continuing the live broadcast for those who are not comfortable being out. San Juan Skijoring will continue to push the limits of this unique team sport with the goal of attracting thrill-seeking athletes and broadcasting the sport virtually to attract spectators for future events

This is your chance to help bring the town of Ridgway and Ouray County to life in the dead of winter. Competitors will be traveling in from around the western United States bringing multiple National Champion Athletes to Ridgway.



SPONSOR ACCOMMODATIONS

Announcer: Brandon Edwards has been announcing for us since 2019. He has become familiar with returning athletes and works the mic well. In 2022 we will be focusing again on sponsor plugs, promoting top sponsors and their community roles throughout the weekend. The announcer will be broadcasted over all live feed viewing with co-commentator, Jason Walker from the Jason Walker Show.

Live Feed: Jumbo-Trons are back! The Live Feed will be aired on San Juan Skijoring's web page, full camera crew will be catching all the action, plus instant replays for everyone watching. Our live stream reached over fifty-thousand people in the past and the event coverage will be re-aired on Altitude and Ride TV giving top sponsors a chance to be on national TV.

Event Banners: Physical Banners will be hung at the event for all spectators to see, and we will also offer banners to be shown on the Jumbo-Trons and live feed for the viewers at home.

Poster: San Juan Skijoring Posters will be hung throughout the community showcasing our top sponsors as well as virtually on social media and our website.

T-shirts: Top sponsors will be displayed on the annual t-shirt that will be handed out to all competing skiers, snowboarders and riders.

Social Media: Sponsors will be posted throughout San Juan Skijoring's website as well as the Facebook page.

HOW TO BE A PART OF SJS



Sponsor Packages

	Presenting Sponsor	Gap Jump	Diamond Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Commercial
Price	\$10,000	\$5,000	\$3,000	\$2,000	\$1,000	\$500	\$500
National TV Ads	>30 Second Altitude TV & Ride TV	>30 Second Altitude TV & Ride TV	>30 Second Altitude TV & Ride TV	>30 Second Altitude TV & Ride TV			
Live Feed	>30 Second Commercial Live Feed	>30 Second Commercial Live Feed	>30 Second Commercial Live Feed	>30 Second Commercial Live Feed	>30 Second Commercial Live Feed	Still on Live Feed	10 Second Commercial Live Feed
Program	Back Cover	R. Center	1 Page	¾ Pg.	½ Pg.	¼ Pg.	
Banner	Unlimited	3 Included	2 Included	2 Included	1 Included	1 Included	
Name on T-shirt	Large Logo	Large Logo	Large Logo	Medium Logo	Small Logo	Named	
Announcer Heard in Live Feed	30 Second Write-up	20 Second Write-up	20 Second Write-up	20 Second Write-up	10 Second Write-up	Named	
Website Social Media	Presenting Sponsor	Gap Jump Sponsor	Diamond Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	
Logo on Poster	Presenting & Largest	Large Logo	Medium Logo	Small Logo			

Sponsor Packet Details

Presenting Sponsor - \$10,000

- Live Feed Commercial – Up to 1-minute long, played throughout weekend, plus commercial aired on Altitude and Ride TV
- 30 second advertisement write-up for announcer to broadcast throughout the weekend
- Acknowledged as presenting sponsor on Poster and Competitor T-Shirts
- Recognized on website and social media as Presenting sponsor
- Acknowledged in Radio advertisement as Presenting Sponsor
- Back Cover on Event Program
- Tent/Booth to be set up at venue



Gap Jump Sponsor - \$5,000

- Live Feed >30 second commercial, played throughout weekend, plus commercial aired on Altitude and Ride TV
- Truck, Jeep, or car parked under gap jump
- 20 second advertisement write-up for announcer to present throughout the weekend
- Large logo on poster & t-shirt
- Recognized on website and social media as gap jump sponsor
- Right Center Full page advertisement in the event program
- Tent/Booth to be set up at venue

Diamond Sponsor - \$3,000

- Live Feed >30 second commercial, played throughout weekend, plus commercial aired on Altitude and Ride TV
- 20 Second advertisement write-up for announcer to present throughout the weekend
- Medium logo on poster & Large logo on t-shirt
- Recognized on website and social media
- Full page advertisement in the event program
- Tent/Booth set up at venue

Gold Sponsor - \$2,000

- Live Feed >30 second commercial, played throughout weekend, plus commercial aired on Altitude and Ride TV
- 15 Second advertisement write-up for announcer to present all weekend
- Small logo on poster & Medium logo on t-shirt
- Recognized on website and social media
- 3/4-page advertisement in the event program

Silver Sponsor - \$1,000

- Live Feed >30 Second Commercial, played throughout weekend
- 10 second add write-up for announcer to be presented all weekend
- Small logo on t-shirt
- Recognized on website and social media
- 1/2-page advertisement in the event program

Bronze Sponsor - \$500

- Live Feed still shot, played throughout the weekend
- Mentioned by announcer throughout the weekend
- Named on the t-shirt
- Recognized on SJS website and social media
- 1/4-page advertisement in the event program

Other

- Live Feed 10 second commercial - \$500
- Banner at Event - \$300
- 1/2-page advertisement in program - \$300
- 1/4 page - \$150
- In-kind Sponsor – The estimated amount of time and equipment will determine your sponsor level



SAN JUAN SKIJORING SPONSOR INFO

Business Name: _____

Contact Name: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

Website Address: _____ Email: _____

- Presenting Sponsor - \$10,000
- Gap Jump Sponsor - \$5,000
- Diamond Sponsor - \$3,000
- Gold Sponsor - \$2,000
- Silver Sponsor - \$1,000
- Bronze Sponsor - \$500
- Commercial - \$500
- Other - \$ _____

Make checks payable to Ouray County Rodeo Association. Drop checks off to a San Juan Skijoring board member or mail them to: P.O. Box 711, Ridgway, CO 81432.

Please email your business logo and announcer advertisement write-up to SanJuanSkijoring@gmail.com. If you have any questions or sponsor ideas to share, please email sanjuanskijoring@gmail.com or call Richard Weber at (970) 318-1042.