



# RAINBOW SKI WEEKEND

MARCH 23-24 2019



### Sponsorship Opportunity with the Blue Mountain Village

Between the foot of the Niagara Escarpment's scenic Blue Mountains and the rugged shores and crystal-clear waters of Georgian Bay, the picturesque Blue Mountain Village is Southern Ontario's premiere four-season destination. A cobblestoned pedestrian village framed by turn-of-the-century Ontario architecture, the Village offers a wide variety of family accommodations, activities and attractions including over 50 unique shops and restaurants, Iwa Spa, 43 ski and snowboard trails, a mountaintop skating trail with evening lights, new snowshoe trails, the Ridge Runner Mountain Coaster, magical winter lights throughout the Village, and much more. An incredible natural retreat, the Village offers as much – or as little – as you'd like to do. For a complete listing of Village events, visit [bluemountainvillage.ca](http://bluemountainvillage.ca).





### An Event Partnership with the Blue Mountain Village

The events in the Blue Mountain Village feature dynamic activities, including a variety of elements for all age groups. The events program provides an excellent opportunity for you to tap into a diverse audience with time to spare and disposable income to spend. Here in the Village, we create sponsorship and partnership opportunities that are designed to meet your specific marketing objectives by promoting your product or brand to an engaged, motivated and captive audience. Your organization will benefit from significant reach and exposure through our marketing channels, as well the opportunity for more event specific involvement with customized pre-event and on-site event exposure.

In terms of our partnership, we are committed to providing you with a robust and wide-reaching marketing platform designed to extend your brand and create exposure and awareness with thousands of potential clients via regional media plans, a direct marketing plan and providing contact and exposure through creative grass roots initiatives.







CHECK OUT THE 2018 EVENT VIDEO: <https://youtu.be/Kg98YRX4DOU>

### **The Event: Rainbow Ski Weekend**

**March 23-24, 2019**

Rainbow Ski Weekend is an LGBTQ celebration of diversity featuring a flag raising ceremony, outdoor entertainment, family-friendly activities, groove dancing, interactive drumming, scavenger hunts, “Instagramable” activations, an opening reception, a Saturday après party, and a Saturday night party! The inaugural event took place last year, bringing in a diverse and energetic audience! We’re proud to be working with local organizations like the Rainbow Club of Southern Georgian Bay, Grey Bruce Pride and Fierté Simcoe Pride to support our LGBTQ community.

We’d welcome your support to make Rainbow Ski Weekend 2019 a big success!



**Being a Sponsor: Levels of Participation**

	Presenting Sponsor * (\$10k)	Welcome Bag Sponsor (\$1k)	Friday Welcome Party Sponsor (\$2k)	Photo Activation Sponsor (\$2k)	Saturday Après Party Sponsor (\$2k)	Saturday Night Party Sponsor (\$2k)	Friends of the Festival (\$500)
Newsletter	•						
Press Release	•						
Advertising (Print, Radio)	•						
Logo on Stage Banner	•						
Social Media	•		•	•	•	•	
Logo on Event Website	•	•	•	•	•	•	•
Logo on Event Poster	•	•	•	•	•	•	
Logo in Event Brochure	•	•	•	•	•	•	•
Logo on Photo Wall	•	•	•	•	•	•	•
Logo on Welcome Bag	•	•					
Item in Welcome Bag	•	•	•	•	•	•	•

\* Activation designed to meet your sponsorship goals

