



TEAM SUMMIT

COLORADO

Sponsorship Opportunities



Elevating youth through winter sports.

Mission

Team Summit's mission is "**Promote character development through athletics by stressing self-reliance, persistence, dedication and achievement.**" We believe the lessons learned on the mountain through skiing and snowboarding builds world-class athletes and community leaders and will serve the athletes long after their competitive careers are over.

Team Summit was formed in the early 1970s as the Summit Skiing and Educational Foundation with the purpose of sponsoring young alpine skiers who wanted to participate in an intensive training program. The four Summit County ski areas: Copper Mountain, Keystone, Breckenridge and Arapahoe Basin were our founding mountain partners and continue to be strong partners today.

Our **Team Summit** philosophy is to provide a safe and fun, competitive, goal-oriented environment where all athletes can find success—whether learning the fundamentals of skiing and snowboarding, or competing at the highest levels.



Accomplishments

We are proud of the accomplishments of **Team Summit's** current and past members. Some of the highlights include:



Mikaela Matthews:	2011 U. S. Ski Team member
Bobby Brown:	2010 Winter X Games, Double Gold Medalist
Alice McKennis:	2010 Olympian
Heather McPhie:	2010 Olympian and Two-time Nor-Am Champion
Toby Dawson:	2006 Olympian, Bronze Medalist
Jeremy Bloom:	2006 Olympian
David Babic:	2006 U.S. National Champion and a World Cup Gold Medalist
Jason Rosner:	1998 Olympian
Evan Dyvig:	1998 and 2002 Olympian
Dylan Bidez:	U.S. Snowboarding Half-pipe and Jr. Half-pipe Team Member
Clair Bidez:	U.S. Snowboarding Half-pipe and Jr. Half-pipe Team Member
Zack Black:	U.S. Snowboarding Half-pipe and Jr. Half-pipe Team Member
Katie Hartman:	Two-time Jr. World Champion and All-American Collegiate Athlete

In addition to putting our team members on the podium, it is equally important that the stories we hear confirm our athletes—at all levels—are showing the dedication and courage of world-class athletes.

Facts and Stats

- 318 Members
- 4 Members compete internationally
- 53 Competitions annually

Programs and Age Groups

Team Summit Alpine Racing Programs

- Development Programs (ages 5–14)
- Age Prep Programs (ages 6–10)
- Age Class Program (ages 9–12)
- Junior 3 Program (ages 13–14)
- Ability Program (ages 15–19)
- Post-Grad (Post High School, ages 19+)

Team Summit Freestyle/Freeride Programs

- Development Program (ages 8–14)
- Age Class (ages 9–12)
- J3–J2–J1 Competitive (ages 13–19)
- Masters Moguls (ages 19+)

Team Summit Snowboard Programs

- Development (ages 6–14)
- Weekend Competitive (ages 9–19)
- Early Release Competitive (ages 13–18)
- Elite Impact (all ages, depends on results)



Geographic

- 40% of team members are from Summit County
- 60% of team members are from Colorado Front Range

Demographic

Summit County Parent Profile

- Age: 35–55
- Race: 98% Caucasian
2% Other
- Education: 80% have four year degree
5% have advanced degree
- Annual Income: \$80,000–\$200,000
- Net Worth: \$850,000
- Housing: Own primary residence

Colorado Front Range Parent Profile

- Age: 35–60
- Race: 95% Caucasian
3% Asian
2% Other
- Education: 95% have four year degree
25% have advanced degree
- Annual Income: \$100,000–\$500,000
- Net Worth: \$1,000,000
- Housing: Own primary residence and 20% own mountain residence

Psychographic

The families who participate with Team Summit are passionate about Colorado mountain sports—both winter and summer. They spend their winters skiing and snowboarding Summit County resorts, cross country and backcountry skiing, snowshoeing, hockey and participating in school sports. In the summer, they enjoy mountain and road biking, hiking, fly fishing, golfing, club soccer and club lacrosse.

- What they Read:**
- Outside Magazine
 - Skiing
 - SKI
 - Freeskiing
 - Colorado Homes and Lifestyles
 - Wall Street Journal
 - Rocky Mountain News
 - Mountain Living

- How they Connect:**
- Smart Phones
 - Texting
 - Facebook
 - Twitter
 - YouTube
 - LinkedIn
 - Flickr
 - Email
 - Family conversations in the car

- How they Entertain the Family:**
- Broncos games
 - Nuggets games
 - Rockies games
 - Gathering with friends
 - Theater
 - Concerts
 - Movies



Team Summit Sponsorship Levels



Individual: \$250

- Listing as an individual sponsor on website
- Name recognition in program at Team Summit annual awards banquet
- Name inclusion on broadcast email sponsor page
- Team jacket (one per individual membership)



Green: \$1,500

- Name in Team Summit brochure
- Recognition at Team Summit annual awards banquet
 - Emcee announcement
 - Name placement in program
- Logo and link on Team Summit website
- Name inclusion on broadcast email sponsor page
- Logo inclusion on Team Summit t-shirt



Blue: \$5,000

- Name in Team Summit brochure
- Recognition at Team Summit annual awards banquet
 - Emcee announcement
 - Logo placement in program
- Recognition at Team Summit hosted events awards ceremony
- Logo and link on Team Summit website
- Logo inclusion on broadcast email sponsor page
- Table at team orientations
- Logo inclusion on Team Summit:
 - T-shirt
 - Banners
- Banners hung on practice facility snow fencing, at one of four mountains
 - Size: up to 3' x 5' (banners to be provided by sponsor)
 - Quantity: three (3)
- Sponsor to receive one (1) Team Summit jacket



Black Diamond: \$10,000 (three year commitment)

- Logo in Team Summit brochure
- Sponsor recognition at Team Summit hosted events awards ceremony
- Recognition at Team Summit annual awards banquet
 - Emcee announcement
 - Logo placement in program
- Logo and link on Team Summit website
- Rotating button ad on Team Summit website
- Logo inclusion on all broadcast email
- Expo space at team orientations
- 10' x 10' expo space at Team Summit hosted competitions
- Logo inclusion on Team Summit:
 - T-shirt
 - New team jackets
 - Banners
 - Score sheets at Team Summit hosted competitions
 - Clubhouse door
- Banners hung on practice facility snow fencing, at two of four mountains
 - Size: up to 3' x 5' (banners to be provided by sponsor)
 - Quantity: three (3) at each facility
- Banner hung on snow fencing at Team Summit hosted competitions, at all four mountains
 - Size: up to 3' x 5' (banners to be provided by sponsor)
 - Quantity: two (2) banners per event
- Sponsor to receive two (2) Team Summit jackets



Double Black Diamond: \$15,000 (three year commitment)

- Logo in Team Summit brochure
- Sponsor recognition at Team Summit hosted events awards ceremony
- Recognition at Team Summit annual awards banquet
 - Emcee announcement
 - Logo placement in program
 - Banner placement at event
- Logo and link on Team Summit website
- Rotating sidebar banner ad on Team Summit website
- Logo and link on broadcast emails
- Thank you mentions via social media
- Expo space at team orientations
- 10' x 10' expo space at Team Summit hosted competitions
- Logo inclusion on Team Summit:
 - T-shirt
 - New team jackets
 - Individual sponsorship jackets
 - Vans – two (2) vans
 - Banners
 - Feather flags
 - Summit Cup racer bibs, four (4) total events—one at each mountain
 - DEVO events racer bibs
 - Score sheets at Team Summit hosted competitions
 - Clubhouse door
- Banner hung on practice facility start gates, at two of four mountains
 - Size: up to 4' x 8' (banners to be provided by sponsor)
 - Quantity: one (1) at each facility
- Banners hung on practice facility snow fencing, at two of four mountains
 - Size: up to 3' x 5' (banners to be provided by sponsor)
 - Quantity: five (5) at each facility
- Banner hung on start gates at Team Summit hosted competitions, all four mountains
 - Size: up to 4' x 8' (banners to be provided by sponsor)
 - Quantity: one (1) at each facility
- Banner hung on snow fencing at Team Summit hosted completions, at all four mountains
 - Size: up to 4' x 8' (banners to be provided by sponsor)
 - Quantity: two (2) banners per event

Sponsor to receive two (2) Team Summit jackets



All Mountain: \$25,000 (three year commitment)

- Prominent logo position in Team Summit brochures
- Sponsor podium recognition at Team Summit hosted events awards ceremonies
- Sponsor logo recognition on Team Summit kiosks located at base of mountains
- Recognition at Team Summit annual awards banquet
 - Emcee announcement
 - Logo placement in program
 - Banner placement at event
 - Opportunity to place promotional items at tables
- Prominent logo position and link on website sponsor page
- Rotating banner and sidebar banner ad on Team Summit website
- Logo and link in broadcast emails
- Thank you mentions via social media channels
- Expo space at team orientations
- 10' x 10' expo space at Team Summit hosted competitions
- Prominent logo position on Team Summit:
 - T-shirt
 - Team gear – inventory changes annually (hats and t-shirts)
 - New team jackets
 - Individual sponsorship jackets
 - Vans – two (2) vans
 - Banners
 - Feather flags
 - Summit Cup racer bibs, four total events—one at each mountain
 - DEVO events racer bibs
 - Score sheets at Team Summit hosted competitions
 - Clubhouse door
- Banner hung on practice facility start gates, all four mountains
 - Size: up to 4' x 8'
 - Quantity: one (1) at each facility
- Banners hung on practice facility snow fencing, all four mountains
 - Size: up to 4' x 8'
 - Quantity: ten (10) at each facility
- Banner hung on start gates at Team Summit hosted competitions, all four mountains
 - Size: up to 4' x 8'
 - Quantity: two (2) at each facility
- Banner hung on snow fencing at Team Summit hosted competitions, at all four mountains
 - Size: up to 4' x 8'
 - Quantity: three (3) banners per event
- Sponsor to receive two (2) Team Summit jackets
- Entry-level sponsorship at The Water Rampage

Team Summit T-Shirts



Team Summit Team Jacket Logo Locations



Team Summit Racer Bibs

