



# SPONSORSHIP + PARTNERSHIP

OPPORTUNITIES

[POWDERFALL.COM](http://POWDERFALL.COM)

NSP.ORG





# ABOUT POWDERFALL



## National Ski Patrol's Premier Education + Fundraising Event

Powderfall 2024 is National Ski Patrol's premier educational and fundraising event. We offer three full days of interactive on-mountain educational sessions and classroom seminars.

This year, we will be raising money to support existing and new programming to better serve our first responder community. Fundraising will help pave the way for new attendees, as well as support a variety of NSP's broader initiatives, including patroller wellness, recruiting women and young adult patrollers, and patroller learning and development.

In 2023, we set ambitious goals to create and renew courses across all program disciplines for our members. With help from your contributions, we will continue to be the preeminent provider of outdoor safety and rescue education, providing first-class educational and professional development opportunities for our members and beyond.





# ABOUT NSP



## National Ski Patrol

The National Ski Patrol is the leading authority of on-mountain safety, the NSP is dedicated to serving the outdoor recreation industry by providing education and accreditation to emergency care and safety service providers.

With a primary focus on education and training, the organization includes more than 30,000 members serving 650 patrols in the U.S., Canada, Europe and Asia. Our members work on behalf of local ski/snowboard areas and bike parks to improve the overall experience for outdoor recreationalists. Members include ski and bike patrollers, mountain and bike hosts, alumni, associates, and physician partners.

The National Ski Patrol operates as a 501(c)(3) nonprofit organization, deriving its primary financial support from membership dues, donations, user fees, and corporate sponsorships.





# POWDERFALL

## APRIL 10 – 14, 2024

### DESTINATION

Vail, Colorado - world renowned skiing, diverse shops and restaurants, luxurious accommodations, and breathtaking mountain views, Vail is arguably one of the finest resort destinations in the world.

VAIL



### DEMOGRAPHIC

700 patrollers and first responders from throughout North America attend Powderfall. The event is promoted to over 30,000 NSP members.

NSP



### HOST VENUE

The Hythe, a Luxury Collection Resort - is a curated alpine experience, channeling the curious spirit of Vail and paying homage to the 10th Mountain Division. We are pleased to partner with The Hythe to host Powderfall 2024.

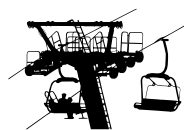
THE HYPHE



# SPONSORSHIP + PARTNERSHIP

## Exclusive Sponsorship Opportunities

### PLATINUM



\$10,000

- Recognition as official title sponsor in all event communications and press releases
- Prominent logo placement on all event materials, including website, banners, signage, and promotional materials
- Opportunity to give an opening address during event
- Feature in Powderblast and NSP social mentions pre-event
- Two complimentary event registrations
- Two complimentary hotel event accommodations
- Complementary booth space in the partner showcase
- Brand exposure through event-related video and photos
- Exclusive branding opportunities: event merchandise and giveaways

### GOLD



\$6,500

- Prominent logo placement on all event materials, including website, banners, signage, and promotional materials
- Verbal acknowledgement during opening and closing events
- Opportunity to introduce specific workshop or session
- Feature in Powderblast and NSP social mentions pre-event
- One complimentary event registration
- One complimentary hotel event accommodation
- Complementary booth space in the partner showcase
- Brand exposure through event-related video and photos
- Inclusion in press release

### SILVER



\$3,500

- Prominent logo placement on all event materials, including website, and banners
- Verbal acknowledgement during events
- Feature in Powderblast pre-event
- One complimentary event registration
- Discount booth space in the partner showcase
- Brand exposure through event-related video and photos
- Inclusion in press release





# SPONSORSHIP + PARTNERSHIP

## Custom Opportunities

### ON-SITE SPONSORED EVENTS



#### EXCLUSIVE SPONSORSHIPS

\$5,000

- Sponsor Powderfall Keynote Speaker - Erik Weißenmayer (press opportunities)

\$2,000

- Demos + Donuts
- Whiskey + Wax
- Boots + Beers
- Powderfall Nightcap

\$1,500 (3-days)

- Partner Showcase Opportunities

\$1,250

- Donation to Pro-Patroller Scholarship Fund

### IN-KIND OPPORTUNITIES



#### BRAND PRESENCE/EXPOSURE OPPORTUNITIES

- Silent Auction Items
- Event Gear Bag
- Event Water Bottle
- Evening Turndown Amenity




















### ADDITIONAL SPONSORSHIP OPPORTUNITIES



- Opportunity to host a workshop or breakout session
- 10th Mountain Division - Hythe Bar
- Additional Branding Opportunities

**NATIONAL SKI PATROL**

# SPONSOR LEVELS

SPONSORSHIP LEVEL	PLATINUM \$10,000	GOLD \$6,500	SILVER \$3,500
Event Registrations	2	1	1
Option to Purchase Additional Event Registrations			
Hotel Accommodation (4-nights)	2	1	
3-Day Lift Tickets	2	1	
Items to be Included in Registration Bags			
Speaking Remarks at Welcome Event			
Partner Showcase			
Branding on Powderfall Website	Logo	Logo	Logo
Mention in NSP Social Media + Powderblast E-blast			
Brand Exposure in Event Video + Photos			
Inclusion in Press Release			



# COMMITMENT FORM

Please email this form to [jreeves@nsp.org](mailto:jreeves@nsp.org)

Company/Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Partnership Level/Area of Interest:

☐ Platinum

☐ Gold

☐ Silver

☐ On-site Sponsored Events

☐ In-kind Opportunities

☐ Additional Sponsor Opportunities

Upon receipt of this form, we will contact you to further discuss partnership with the National Ski Patrol at Powderfall 2024.