



2022-2023

ADVERTISING OPPORTUNITIES

snowstar





Tiered Packages

LOCATIONS	Package Type		
	A	B	C
Parking Lot Sign	✓		
Disc Golf Hole	✓		
Ski Lift Bench	✓	✓	✓
Email Newsletter	✓		
Lodge TV Screens	✓	✓	
Social Media	✓	✓	

TIER A \$3,000

TIER B \$1,500

TIER C \$300

*Commitment is good for one calendar year. Year, after which, you'll be asked if you want to renew for another year. Pricing subject to change year-to-year. All signage is guaranteed to be installed prior to the winter season. You'll receive a notification when your advertisement is active. This communication will be the beginning of your one year contract.

A Parking Lot (4' x 8')

Snowstar only has one parking lot to accommodate guests attending our events and activities throughout the year. See your business featured on a large sign adhered to a fence spanning the length of the lot.

A Disc Golf Hole Sponsor (8" x 11.25")

See your brand represented on a PDGA-certified disc golf course. Snowstar will be holding both national and local competitions that will draw hundreds of new eyes with each event.

- Includes QR code
- Limited to 18 hole sponsors

A B C Ski Lift Bench (12" x 48")

What goes down must come up! Guests using our ski lifts will have the opportunity to have a ride up, courtesy of your brand! We'll color match the sign to make sure your brand pops!

A Email Newsletter

Our email newsletter is distributed to a list of 7,006 guests. Our open rate is an outstanding 20-30% with the latest email hitting 44%. Get noticed with your logo represented in the footer of all email communications, whether they be promotional or informational.

A B Lodge TV Screens

The central hub of our resort is The Lodge. There, visitors can visit one of two bars and our kitchen. There are multiple large TV screens in The Lodge that make our guests aware of any upcoming promotions or events.

You'll be part of our guest experience when a slide containing your logo appears in the rotation!*

*Excludes screens utilized during private events.

A B Social Media Posting (2 Posts)

Our social media audience is ACTIVE. Be part of our conversation with two shout-out posts during the winter months featuring your logo!

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Limited Availability

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EXCLUSIVE Tube Hill Sponsorship – \$6,000

Snowstar is looking for a premier sponsor for our most popular attraction – the Tube Hill!

Sitting atop the hill that overlooks all of Snowstar, this premier sponsor will have their logo featured on a large 8' x 20' billboard-style sign – clear of any obstruction in the parking lot and visible from the road.

Additionally, any social media or email communication mentioning the Tube Hill will include your name and/or logo as the “sponsored by” party.

- 1-year contract (all seasons)
- Includes one 2-hour corporate Tube Hill outing

EXCLUSIVE Outdoor Patio Sponsorship - \$3,000

Our outdoor patio is positioned right alongside The Lodge and is a popular gathering spot for events during every season. Take advantage of this high-traffic location with a 16' x 32" sign that features your logo as the 'sponsored by" party.

- 1-year contract (all-seasons)

Bar Signage - \$500

Take advantage of your logo appearing in one of the highest traffic areas of the resort. Snowstar is equipped with two bars – Peaks Tavern and the 21+ Fireside Lounge.

Your sign would appear on the dividing wall between Peaks Tavern and the all-ages sitting area.

- 1-year contract
- Limit of four (4) opportunities available

*Commitment is good for one or two calendar year(s) depending on the selection, after which, you'll be asked if you want to renew for another year. Pricing subject to change year-to-year. All signage is guaranteed to be installed prior to the winter season. You'll receive a notification when your advertisement is active. This communication will be the beginning of your one year contract.

PARKING LOT SIGNAGE

- **Contract length: 1 year**
- **Available to A advertising tier**
- **Fence-mounted at the south end of the parking lot (next to Tube Hill)**
- **4' x 8' ensures great visibility**
- **High-traffic area**
- **Weather-proof vinyl will not fade**
- **Our professional design team will make sure you're represented well!**

A Parking Lot (4' x 8')

Snowstar only has one parking lot to accommodate guests attending our events and activities throughout the year. See your business featured on a large sign adhered to a fence that spans the length of the lot.



SKI LIFT BENCH

- Contract length: 1 year
- Available to A, B and C advertising tiers
- Weather-proof vinyl will not fade or it will be replaced
- Our professional design team will make sure you're represented well!

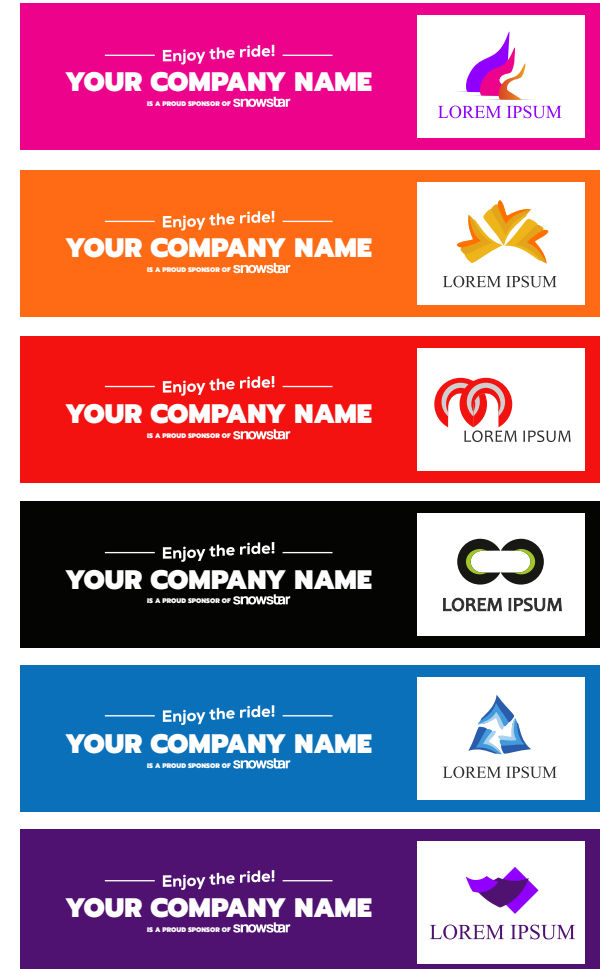
A **B** **C** Ski Lift Bench (12" x 48")

What goes down must come up! Guests using our ski lifts will have the opportunity to enjoy a ride up, courtesy of your brand. We'll color match the sign to make sure your brand pops!

C BENCH-ONLY PRICING: \$300/yr.



WE'LL COLOR MATCH TO YOUR LOGO!



*Commitment is good for one calendar year. After which, you'll be asked if you want to renew for another year. Pricing subject to change year-to-year. All signage is guaranteed to be installed prior to the winter season. You'll receive a notification when your advertisement is active. This communication will be the beginning of your one year contract.

DISC GOLF HOLE SIGNAGE

- **Contract length: 1 year**
- **Available to A advertising tier**
- **Fence-mounted at the tee pad where golfers tee off**
- **Each hole will only have one sponsor**
- **Choosing your hole is an option (limited by availability)**

A Disc Golf Hole Sponsor (8" x 11.25")

See your brand represented on a PDGA-certified disc golf course. Snowstar will be holding both national and local competitions that will draw hundreds of new eyes with each event.

- Includes QR code
- Limited to 18 hole sponsors

