



# TELLURIDE

## GAY SKI WEEK

*Are you coming out?*  
*February 23rd - March 2nd 2019*

2019

SPONSORSHIP INFORMATION



*WELCOME TO THE WEEK OF  
SKIING, EXCITEMENT, AND FUN*

## FRIENDS AND PARTNERS,

First and foremost, we'd like to express our gratitude to our past and present sponsors for the generous support that you've provided to Telluride Gay Ski Week. Without your support, we wouldn't be able to make Gay Ski Week happen, and we all know that the world is a better place with Telluride Gay Ski Week!

Whether your brand purchases a TGSW Sponsorship package or creates a customized program, it is committing itself to delivering experiential relevance and value to hundreds of industry influencers including press, creatives, artists, tastemakers, and decision makers and their thousands of collective followers, who have come to expect nothing less from TGSW and its partners.

Through activations, branded engagements, product integrations, targeted social media efforts, and prominent logo placement, your brand has the tools to educate, entertain, and engage a captive audience on what it is doing to make a difference in the evolving multicultural landscape today.

So put your best foot forward. Visualize this partnership through the eyes of our attendees.

This is more than a marketing play. It's about creating experiences that will resonate long after your brand strikes its activations.

Sincerely,

Rosie Cusack  
TGSW Director  
rosie@telluridegayski.com  
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# TELLURIDE GAY SKI WEEK 2019

The 2019 Telluride Gay Ski Week (TGSW) is the 16th Annual gay ski week event in Telluride. It is seven days of on and off snow events, skiing, winter sports, celebrities, dinners, dance parties, après ski and much more. Telluride GSW is a week of fun and celebration with participants from around the world. The 2018 Telluride GSW represents Telluride's third highest winter week for commerce preceded by only the Christmas and New Years weeks. With an estimated number of approximately 3000 participants for Telluride GSW alone, the additional market exposure for your product is estimated at approximately 25,000 people for the entire week.

## DEMOGRAPHIC REPORT FOR 2019

Telluride GSW will draw both fly-in destination travelers as well as the drive-to guests from the greater Western Colorado region. The draw will be substantial from our direct fly-in markets, which include all of the following metropolitan cities: New York, Atlanta, Chicago, Dallas, Denver, Phoenix, Los Angeles, Las Vegas, and San Francisco. The guests' age range is 32-54 and we anticipate a large number of the 2019 guests being women, however the majority of the guests are still expected to be male, which is consistent with past Telluride Gay Ski Weeks. In the past fifteen years, this event has marketed to the gay male traveler, but with a new production team based in Telluride we have added a strong focus towards and look forward to drawing from the metro female demographic.

## COLLATERAL GOODS & OUTREACH

TGSW Brochures: 500 printed in 2018  
TGSW Postcards: 2,000 printed 2018  
Facebook & Website Audience: 5,000-10,000 weekly  
TGSW Merchandise: Thousands of items sold and given away including t-shirts, hoodies, beanies, baseball hats, tank tops, lip balm, stickers







Olympic skier, Telluride local, and LGBTQ icon Gus Kenworthy rocks his TGSW gear!



Comedian Daniel Tosh repping TGSW on Snapchat!

tosh Oh  
**SNAP!**

WATCH

# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSORSHIP: \$30,000

- Banner with logo display at each TGSW event (banner provided by sponsor)
- Logo on all printed material and advertising
- Logo and link on website
- Full branding and sponsorship of one or all TGSW events
- Full access at all Après Ski Parties and each special event to display or present a sampling table
- 4 Tickets to the Thursday WHITE PARTY
- TGSW window display decal
- Products give away at the daily merchandise outlets and the Après Ski Events

## SUPER SPONSORSHIP: \$15,000

- Banner at Select TGSW events (banner provided by sponsor)
- Logo and link on website
- Select branding of one or all TGSW events
- 2 Tickets to the Thursday WHITE PARTY
- Product display and product distribution at all Après Ski Parties
- TGSW display decal
- Products give away available the daily merchandise outlets and the Après Ski Events



# SPONSORSHIP OPPORTUNITIES

## TELLURIDE LOCAL BUSINESS SPONSORSHIP: \$1,000

“I am a Telluride Local and / Or Telluride Business Owner and I support you!”—The idea of this support is to invite each and every local person or business to get involved and support, celebrate, and participate during this week of equality, celebration, and fun.

- Name on website listed under sponsorships
- TGSW window display decal to show support
- Company promotion material at the Après Ski event and available daily at Merchandise outlets.

## IN-KIND SPONSORSHIP: \$2019

Sponsors shall participate as a vendor or an in-kind sponsor, providing a service or a product for the entire event; services available are listed as follows: (Printing, Transportation, Travel, Lodging, Music, Lighting services, Local or national Products)

- Banner at Après ski events (banner provided by sponsor)
- Name on website along with a logo to show support
- TGSW window display decal to show support
- Product give away available at the merchandise outlets and the Après Ski Events





# PREVIOUS SPONSORS

## PRESENTING SPONSORS



## SUPER SPONSORS



## ADDITIONAL SPONSORS AND PARTNERS

