



MARCH 6-8, 2020
NELSON, BC



WWW.SOULINESBACKCOUNTRY.COM

Soulines Backcountry Association is proud to bring you the **4th** Annual “Soulines” event featuring some of the best backcountry ski and snowboarders in North America. This 3-day camp out event will feature a one-day big mountain line contest as well as access to remote zones to explore the limitless possibilities of technical terrain with the motivation of winning prizes in 3 contests which include a Big Line Contest, the Space Bear Big Air Video Contest and a Photo Challenge. This hand-selected zone will provide riders to challenge themselves on features like; cliffs, pillows, chutes and high speed open faces. After the day in the frozen battlefield is over the riders will have the luxury of a base camp to dry their gear, eat a warm meal and share their knowledge of what they love the most, their Soulines.

We would like to welcome you to our amazing family of sponsors. Sponsorship packages can be customized to your needs and we will work directly with you in creating the best way to promote your business and services. With your support, we will continue to build Soulines and look forward to sharing this mutually beneficial relationship.



Safety: Is of utmost importance providing the security of professional avalanche technicians and first aid personnel. There will be a skilled team onsite for the whole event who are trained and experienced in injury treatment, backcountry rescue and avalanche risk assessment. Every individual involved in this event will be personally screened, profiled and assessed that they have some experience in this environment including a basic AST 1 (Avalanche Skills Training 1) certificate. This event is designed to promote safe backcountry awareness where those with lots of experience can help those just getting into the scene to push their abilities and come home every night.

Mission: Soulines is a backcountry event, designed by riders for riders, to bring together backcountry enthusiasts with a passion for big mountain riding to push their limits in a remote and versatile venue. Surviving the winter backcountry requires every person involved to work together for a common goal and this building of a quality community is fundamental to why Soulines was created. “Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational directives. It is the fuel that allows common people to attain uncommon results.” - Andrew Carnegie

Target Market: This event is for experienced backcountry riders who are interested in celebrating powder, steep chutes, cliffs and drops and the all-around love for the mountains. We will attract many participants from the Kootenay Region of British Columbia, Alberta as well as others throughout Canada and the US. We strive to attract a broader audience online.

A message from the man behind it all.....Jason Gretzinger!

My motivation to create this event came from years of riding in the backcountry with very talented riders who were riding some extremely dangerous terrain yet didn't do as much due diligence as we probably should have. I started thinking how can I get all these riders together, set up a zone, give them a safety net, some cash and media incentive, and see the limits they could push. In doing this we would be building a community and giving an opportunity for each participant to feel motivated to progress. I feel through the years of snowboarding and experiencing all aspects of the sport that backcountry riding speaks to the soul of snowboarding/skiing. I wanted to create something unique that would allow riders to experience what I am so passionate about. So with this idea I wanted to organize an event that brings together the industry with the riders. I've been involved in Tailgate Alaska for a couple years and witnessed how well it worked and really wanted to bring that; raw, self motivating, surviving the winter backcountry experience to the interior of BC. Building this event to have a foundation that comes from the roots of why we love this sport and aligning our values and sponsors values is very important to me and the success of such an event.

Analytics

At the event

Since the first year in 2017 to our most recent event in 2019 we have grown our attendance from 27 to 125 riders / crew. We feel at around 120 riders / crew we have hit close to the maximum amount of people at the event for it to be enjoyable for all. Fresh lines are important to us and our community. This level of exclusivity also keeps a standard of quality and prestige for the event and how its perceived by our audience.

Online - March - April

Website - 2019 - 24K Page Visits

- 2018 - 7.5K Page Visits

FB - Peak Total Reach - 2019 - 11K - Peak Total Impressions - 2019 - 33K

- 2018 - 14K

- 2018 - 4.4K

Instagram - Followers - 2.3K

- 2019 (April 05-11) - Reach - 1.8K

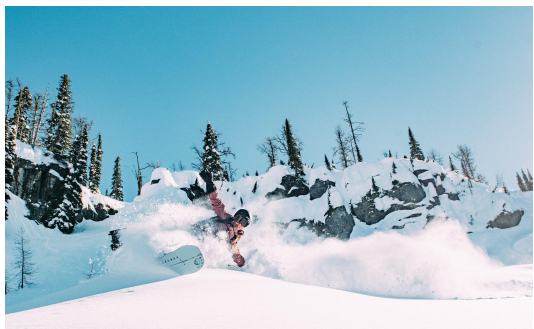
- Impressions - 10.5K





Event Naming Rights/ Title Sponsorship - \$15,000

- Naming rights of event
- Naming rights recognition in all advertising with your business logo in prime placement
- Collab sticker with Soulines
- Recognition on Soulines website for one full year with your business logo and a direct link to your website
- Weekly Seasonal (Nov 1 - April 30) - FB/ Instagram / website hashtags and tagging. Product ad and profile of company on FB event page and website
- Premium voice recognition on site during the event and at after party
- Company banners in 2 premium and 2 best available locations of your choice for the entire duration of the event (banners must be supplied by sponsor)
- Largest logo on magazine ad / posters / banners and all other marketing documents other than Soulines image
- 3 guaranteed spots for rider of company
- Meet & Greet with riders
- Premium seating at event and after party
- VIP service at after party
- First logo to run on wrap up video after Soulines, large full screen logo and credits
- Free access to all photos and videos taken by professionals and taken by participants - can be used for ads



Platinum Sponsorship - \$10,000

- **Cash** Sponsorship will get naming rights to the Big Line Contest ("Sponsor Name" Big Line Contest), provides extra exposure at the event and in online campaigns
- **Cash** Sponsorship will receive exclusivity of your Brand and its products market
- Recognition on Soulines website for one full year with your business logo and a direct link to your website
- Biweekly Seasonal (Nov 1 - April 30) - Facebook/ Instagram/ website hashtags and tagging including product ad of company on event page and website
- Voice recognition on site and premium voice recognition during the event
- Company banners in 2 premium and 1 best available locations of your choice for the entire duration of the event (banners must be supplied by sponsor)
- Medium sized logo on magazine ad / posters / banners and all other marketing documents
- 2 guaranteed spots for riders of company
- 2nd ad to run on wrap up video, medium sized logo /credits
- Free access to all photos and videos taken by professional photographer that you can use for your own ads
- Sticker hand out

Gold Sponsorship - \$5,000

- **Cash** Sponsorship gets naming rights to the Photo Challenge ("Sponsors name" Photo Challenge), provides more exposure for the online contest
- **Cash** Sponsorship receive exclusivity to your Brand and its products market
- Recognition on Soulines website for one full year with your business logo and a direct link to your website
- 5X - Facebook / Instagram / website / hashtags - tagging / company bio on event page, website
- Voice recognition on site and at after party
- Small logo on magazine ad / posters / banners and all other marketing documents
- Company banners in 1 premium and 1 best Base Camp locations for the entire duration of the event (banners must be supplied by sponsor)
- 1 guaranteed spot for rider of company
- 3rd ad to run on wrap up video, medium sized logo
- Sticker hand out

Silver Sponsorship - \$2,500

- **Cash** Sponsorship receives exclusivity to your Brand and its products market
- Recognition on Soulines website for one full year with your business logo and a direct link to your website
- 3X Season (Nov 1 - April 30) - Facebook / Instagram / website / hashtags - tagging / company bio run on FB event page, website
- Voice recognition on site and premium voice recognition during the event
- Company banners in 1 best available locations of your choice for the entire duration of the event (banners must be supplied by sponsor)
- small logo on magazine ad / posters / banners and all other marketing documents
- 1 guaranteed free spot for rider of company
- Ads to be run on wrap up video, small logo

Bronze Sponsorship - \$1,000

- Recognition on Soulines website for one full year with your business logo and a direct link to your website
- 2X Seasonal (Nov 1 - April 30) - Facebook / Instagram / website / hashtags - tagging / company bio run on FB event page, website
- Voice recognition on site and premium voice recognition during the event
- Company banners in 1 general Base Camp location of your choice for the entire duration of the event (banners must be supplied by sponsor)
- small logo on magazine ad / posters / banners and all other marketing documents
- 1 guaranteed free spot for rider of company
- Ads to be run on wrap up video, small logo

Rider Sponsorship - \$500

- Recognition on Soulines website for one full week
- 3X - Facebook / Instagram / website / hashtags - tagging / company bio run on event page, website
- Voice recognition on site when your sponsored rider is about to drop in
- small logo on magazine ad / posters / banners and all other marketing documents
- Ads to be run on wrap up video, small logo

Media/ Gift-In-Kind Sponsorship

- Soulines Backcountry Association is wanting to partner with any media or company that could supply products &/ or services for the event, for example: helicopter air supplies to base camp, rider food & water, event tents, base camp supplies, etc.
- Sponsorship recognition to be determined based on total gift-in-kind sponsorship amount and a custom package can be made





2019 Soulines Backcountry Sponsorship Commitment Form

Company Name: _____

Address: _____

Contact: _____ Cell: _____

Bus. Phone: _____ Email: _____

Please select the level of sponsorship:

☐ \$15,000 Title Sponsor

☐ \$1,000 Bronze Sponsor

☐ \$10,000 Platinum Sponsor

☐ \$500 Rider Sponsor

☐ \$5,000 Gold Sponsor

☐ Gift in-Kind Sponsor

☐ \$2,500 Silver Sponsor

\$ Amount: _____

Description: _____

☐ I authorize the use of my company name and logo for recognition purposes related to the sponsorship of this event! I will provide company banners for use where permitted.

Sponsor Name: _____

Sponsor signature: _____ Date: _____

Payment: Cash / GIK donations must be received by **JAN 1 2020** or sponsorship may be revoked. Signed Packages must be submitted by **DEC 1 2019**.

Please make cheques payable to: Soulines Backcountry Association

Please mail all cheques to: PO Box 136, Nelson, BC, V1L 5P7 or E-Transfer to
info@soulinesbackcountry.com

* Soulines will do their utmost to protect sponsor provided banners but understand that this is a backcountry event and there are inherent risks to sponsors banners on the grounds. Soulines is not responsible or liable for damaged, lost or stolen banners.



No implied exclusivity of any kind

