

PC PARK CITY
SKI &
SNOWBOARD



PARK CITY SPRING SERIES 2018

February 27 - March 11, 2018

A series of competitions for the top Canadian and USA pre-qualified athletes to compete in the US Ski and Snowboard REV Tour, the NorAm Cup Mogul finals, the NorAm Cup Aerial Finals, the US Ski and Snowboard Senior National Aerials and the 2018 Freestyle Junior Ski Championships.





Welcome to the inaugural Park City Ski and Snowboard “Spring Series” presented by the Park City Ski and Snowboard Club. A series of competitions for the top Canadian and USA pre-qualified athletes to compete in the US Ski and Snowboard REV Tour, the NorAm Cup Mogul finals, the NorAm Cup Aerial Finals, the US Ski and Snowboard Senior National Aerials and the 2018 Freestyle Junior Ski Championships.

The events will be held beginning on February 27 and will conclude on March 11, 2018. Events will be hosted at Park City Mountain and the Utah Olympic Park. Many of the venues are being tested and evaluated for competition at the upcoming FIS World Ski Championship scheduled for February 2019.

ESTIMATE 1500 ATHLETES, COACHES PARENTS & FAMILY

❖ Freestyle

- Mogul skiing
- Dual mogul skiing
- Aerials

❖ Freeskiing

- Slopestyle skiing
- Halfpipe skiing
- Big Air



Park City Ski and Snowboard (PCSS) was launched on October 1, 2017 as a result of the collaboration of the five-major ski and snowboard clubs in the Park City area with a current membership of 748 athletes. This new organization is creating the athletic environment and professional operations that the families and community deserve.

- **Purpose.** For the Youth. A consolidated Park City Ski & Snowboard (PCSS) provides an opportunity for Park City’s youth to play, have fun, fail, learn, succeed, and be kids in a positive environment celebrating camaraderie amongst all winter sports within one club.
- **Clarity.** PCSS will create a clear path and support individual excellence through athlete culture, coaches, and the use of world-class facilities.
- **Community.** Park City athletes and families will have the opportunity to sample many winter activities as part of the PCSS multi-sport community.
- **Facility Utilization.** PCSS will develop a collaborative scheduling and communication system with resort partners to efficiently utilize existing facilities and support potential development of new facilities.
- **Professional Management.** The Park City Ski & Snowboard Club will be the centralized organization focused on implementing training and competition programming in winter sports to Park City athletes.

EVENT OVERVIEW



The Double Tree Hotel Park City will be of Competition Headquarters hosting registration, information and Team Leaders Meetings. The Double Tree Hotel Park City will be of Competition Headquarters hosting registration, information and Team Leaders Meetings.



STAYPARKCITY.COM is the most efficient and affordable shopping platform for our competitors, coaches and families. The staff at stayparkcity.com is committed to supporting your efforts in finding the best lodging solution for your team. We are very pleased to work directly with the President of the company who has children in our PCSS programs.

U.S. REVOLUTION TOUR

FEBRUARY 26 - MARCH 2

Park City Resort

The Rev Tour is a progressive venue for today's top junior riders to take the competitive stage in halfpipe, slopestyle, skicross and big air. The tour is designed to serve as a stepping-stone for athletes making the transition from competing at the grassroots level to the elite level. The series is focused towards riders 13-19 years old.

FREESTYLE NORAM CUP FINALS

MARCH 1 - MARCH 6

Park City Resort & Utah Olympic Park

The NorAm Freestyle tour is conducted for the top U.S. and Canadian development skiers in moguls, dual moguls and aerials. The mission of the NorAm tour is to aid in the preparation of athletes for World Cup Freestyle.

U.S. FREESTYLE AND FREESKIING JUNIOR NATIONALS

MARCH 5 - MARCH 11

Park City Resort & Utah Olympic Park

The Junior Nationals brings together the top junior competitors in the country in moguls, dual moguls, aerials, halfpipe, slopestyle and big air. Results determine who is the best overall junior competitor in each discipline and the best competitor in each age class.

U.S. FREESTYLE NATIONAL CHAMPIONSHIPS – AERIALS

MARCH 9 - MARCH 11

Utah Olympic Park

The U.S. Freestyle Championships is the final event of each season combining the U.S. Freestyle Ski Team and the top divisional skiers from around the country in moguls, dual moguls and aerials. A Divisions Cup will be awarded to the top overall division and will include the U.S. Freestyle Ski Team members.

SPONSORSHIP OPPORTUNITIES

Through our marketing plan we will reach both athletes, parents and the public in a multitude of ways offering many avenues to get your brand exposure and impressions. Outlined below are a selection of branding and marketing offerings. If you do not see an immediate fit, we will work with you to customize a presence that fits your brand and goals.

COURSE SPONSOR

We have a variety of on course branding opportunities. Course options include: Moguls, Aerials, Big Air, Halfpipe and Slopestyle. With a contribution of \$3,500 each course sponsor will receive the following:

- Course branding/signage (varies per course)
- Inclusion in event promotional materials: website, event announcements, newsletter, etc.
- Banner Ad on Team App (see below)
- Sponsor representative(s) will present awards at official ceremonies
- PA Announcements throughout event and awards
- Logo displayed on awards stage
- Logo & Link on the official event website: parkcityspringseries2018.com
- Logo & Link on Park City Ski & Snowboard website: parkcityss.org
- Two Sponsor branded Social Media Posts
- Two Sponsor branded promotion in newsletter
- For events at the Utah Olympic Park, sponsor tent with product sampling (tent & product provided by sponsor)

FIND US ON



Team App will be the hub for us to communicate to all participants, parents and spectators through the series. Through this app we can send instant push notifications, send news, upload photos and videos and much more to a smartphone or tablet. We can also create a sponsors button and banners ads.

SUPPORTING SPONSOR

Get your brand/logo front pushed out to all event participants, coaches, and PC Ski & Snowboard Club members (approximately 2,500pp). With a contribution of \$1,000 Supporting Sponsor will receive:

- Inclusion in event promotional materials: website, event announcements, newsletter, etc.
- PA Announcements throughout event and awards
- Logo displayed on awards stage
- Logo & Link on the official event website: parkcityspringseries2018.com
- Logo & Link on Park City Ski & Snowboard website: parkcityss.org
- One Sponsor branded Social Media Posts
- One Sponsor branded promotion in newsletter

FRIEND OF THE ATHLETES

Support our local athletes and future Olympians. With a contribution of \$500 a Friend of the Athletes Sponsor will receive:

- Logo & Link on the official event website: parkcityspringseries2018.com
- Logo & Link on Park City Ski & Snowboard website: parkcityss.org
- One Sponsor branded Social Media Posts
- One Sponsor branded promotion in newsletter



To learn more about the Park City Spring Series and to become involved, please contact:

Ginger Ries

435.640.168

ginger.ries@me.com

OR

Walt Events

Special Projects Manager

Park City Ski & Snowboard

435.640.8502

wevans@parkcityss.org

PC **PARK CITY**
SKI &
SNOWBOARD