

NEW ENGLAND WINTER WILD

"Winter Wild is a crazy mix of "joie de vivre" + "what-in-the-world-have-I-gotten-myself-into" + "carpe diem" + a superb sense of "fait accompli" at the end! – Katie Robbins

The activity is called "uphilling", a hearty winter workout that involves ascending a ski mountain using either snowshoes, skis with climbing "skins", or running shoes/hiking boots with special spikes. This activity is "the most fun you can have under your own power", as one participant described.

New England Winter Wild adds a unique twist to the traditional "uphilling" event...whatever goes up must come DOWN! That's right...all Winter Wild participants must descend the mountain using the same modality used to ascend. So if you ski UP, you must ski DOWN. While "uphilling" is not a new winter sport, the added dimension of descending is unique to the Winter Wild event to accommodate for the limited altitude. In addition, each event adds increased length (2.5 – 6.0 miles) and degree of difficulty (increased altitude and/or course dynamics).

For the 2014 season, Team AMP has partnered with Wachusett Mountain, Sunday River, Suicide Six, Black Mountain, Pat's Peak, Mount Sunapee, and Bretton Woods to bring you a series of 8 New England Winter Wild events. Each Saturday event will be held at one of the New England's best ski resorts and begin at 7:00am EST...just in time to enjoy a breathtaking sunrise atop these majestic mountains.

In 2012, New England Winter Wild added the "Let's Move" division for all school-aged students. The event is FREE for all "Let's Move" participants thanks to the generous support of our sponsors. In addition, 1 local school that generates the greatest number of series participants will be eligible for a \$5,000.00 donation at the end of the season. Recent award winners include Bow High School (2012) and Sunapee Middle School (2013).



We are seeking your support to help ensure continued race organization/design, participant/community growth and awareness, and event execution at New England's best winter series. With over 1,500 annual participants, New England Winter Wild is an excellent venue and event series to increase brand awareness, community involvement, and visibility in the local region.

We are committed to creating and representing the best outdoor, winter event/series in New England and your support will help ensure that our staff is focused on putting together these premiere events in the region. If you have any questions please feel free to contact me at 603-558-2352 or by email at cdenning@teamamp.org

Recent Awards:

- New Hampshire Governor's Council on Physical Fitness Award
- New Hampshire Park and Recreation Association – Programming Excellence Award



SCOPE OF THE EVENT

Western New Hampshire will be featuring four uphill/downhill races in a series during the winter of 2014.

Attendance:

- 1000 participants or more
- Winter enthusiasts
- Winter tourism season is in full swing
- Media: Film, various newspapers and magazines
- Great student contingent and family participation through "Let's Move Campaign"

Participants:

The event will gather families and friends together throughout New England during the winter months. The ski mountains will also be marketing the NE Winter Wild event through their own websites and social media pages.

Market Area:

The Winter Wild series will be marketed throughout the State of New Hampshire, State of Maine, State of Vermont, State of Massachusetts and New England.

Media:

- Local: - Radio, Clear Channel Broadcasting (4 channels covering Vermont and New Hampshire)
- Featured Story in *Upper Valley Life*
- Newspapers: *Valley News*, *Connecticut Valley Spectator*, *Concord Monitor*
- National
- Website: www.newwinterwild.com



SPONSORSHIP OPPORTUNITIES

An uphill/downhill series in New Hampshire, Vermont, Maine, and Massachusetts:

WACHUSETT MOUNTAIN • SUICIDE SIX • BRETTON WOODS
SUNDAY RIVER • BLACK MOUNTAIN • PATS PEAK
RAGGED MOUNTAIN • MOUNT SUNAPEE

WWW.NEWWINTERWILD.COM

SPONSORSHIP BENEFITS

Benefits of partnering with the NE Winter Wild Uphill series include:

- Developing activities for the active family market
- Category exclusivity and official partner status
- Local Products National integration
- Media impressions through print and radio
- Providing access to key NEW demographic of active and affluent global audience through mail, email and Internet

EVENT SPONSOR

\$500

Visibility:

- Official sponsor of the NE Winter Wild Series
- Corporate logo and name recognition in print marketing materials, including print ads, brochures, posters and commemorative merchandise for your chosen event. (one location)
- Corporate logo featured on all signage for the selected event. (one location)
- Corporate logo featured on event official series website.

Promotions:

- Opportunity to promote, display and distribute product throughout at the chosen event. (one location)



PLATINUM SERIES SPONSOR

\$1500 or PRODUCT EQUIVALENT

Visibility:

- Official sponsor of the NE Winter Wild Series
- Corporate name and logo appear on all media for the event series.
- Media will include but not limit to: Radio both local and statewide. Print media will include local newspaper coverage.
- Featured on the Event Series Website with links to your corporate website.
- Corporate logo featured on all signage for the event.
- Name and logo will be featured on the event series website for one year.

Promotions:

- Opportunity to promote, display and distribute product throughout the event series.

PRESENTING SERIES SPONSOR

\$2500 or PRODUCT EQUIVALENT

Visibility:

- Official sponsor of the NE Winter Wild Series
 - All the benefits of the Platinum Series Sponsor package
 - Prominent placement of sponsor link on series website
 - Choice of course segment to be branded with your logo or marketing designation
 - Course segment branding on all print reference, media/web during event
- ### Visibility:
- Official Title Series Sponsor, Corporate name and logo appear on all media for the event series. Event naming rights are available.
 - Media includes but is not limited to: Radio (both local and statewide). Print media will include local newspaper coverage. Print ads will include various magazines throughout the region.
 - Featured on the NE Winter Wild Series website with links to your company/organization website and links to the various towns' chambers of commerce.
 - Corporate logo featured on all signage for the event series

Promotions:

- Opportunity to promote, display and distribute product throughout the event. Guaranteed distribution.
- Opportunity for promotions with special clients.
- Exclusive privileges to use the NE Winter Wild Series name and logo in corporate marketing and promotions.

SPONSORSHIP CONTRACT

Today's Date: _____

Contact Name: _____

Title: _____

Company Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Method of Payment

Check one:

Company Check Visa Mastercard

Amex P.O. #

Credit Card Number: _____

Exp Date: _____

Name Printed on the Card: _____

Total Amount Enclosed (Level): _____

Signature: _____

This form with payment can be mailed to the address below:

Upper Valley Trail Alliance
c/o Winter Wild
P.O. Box 1215
Norwich, VT 05055
603-558-2352
TAX ID # for your records:
03-0369847

Please email your logo to:
cdenning@teamamp.org

