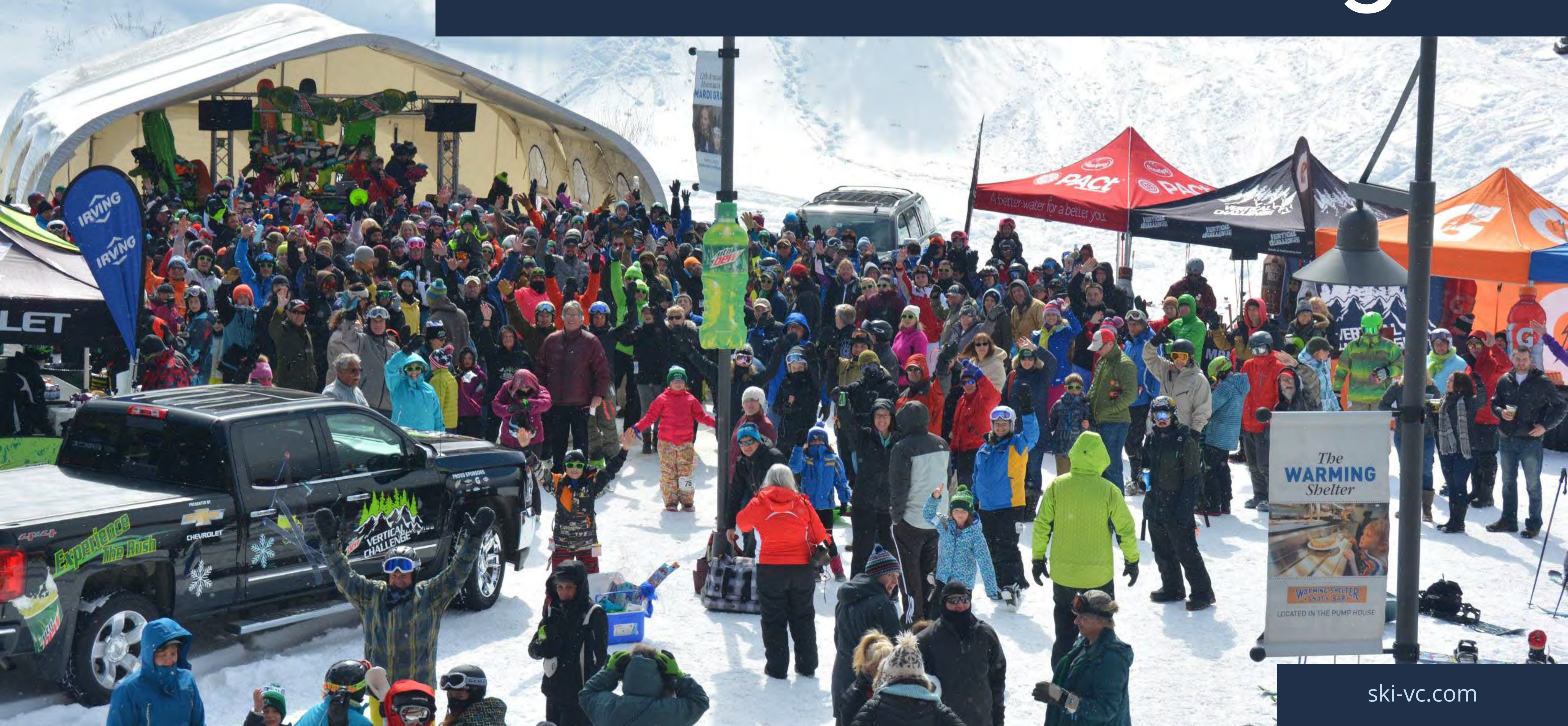




# The Vertical Challenge







# About us







# About Us

The Vertical Challenge is the longest-running ski and snowboard promotional tour in North America. We got that way by helping our audience and our sponsors be their best selves.

Through our free casual races and festival, we show families in the northeastern U.S. a great time. But we do more than that. We've made it a priority to make a difference in the lives of our attendees. We mentor our crew and they, in turn, mentor our young participants. And the resulting bonds are strong ones.

Multiple generations have made the VC an influential part of their lives, and we add new fans every season. They're loyal to the tour . . . and to the partners they know make it possible.





# The Vertical Challenge

The Vertical Challenge is a series of free casual ski and snowboard races held at ski resorts throughout the Northeast each winter.

Between

**1k-2.5k**

people are in attendance

We connect sponsors

to more than

**50,000**

onsite winter sport enthusiasts

Approximately

**20** tour stops

We rank

**2nd** in the country, for total number of unique ski racers







# Connect with outdoor enthusiasts with a high disposable income







# About our audience

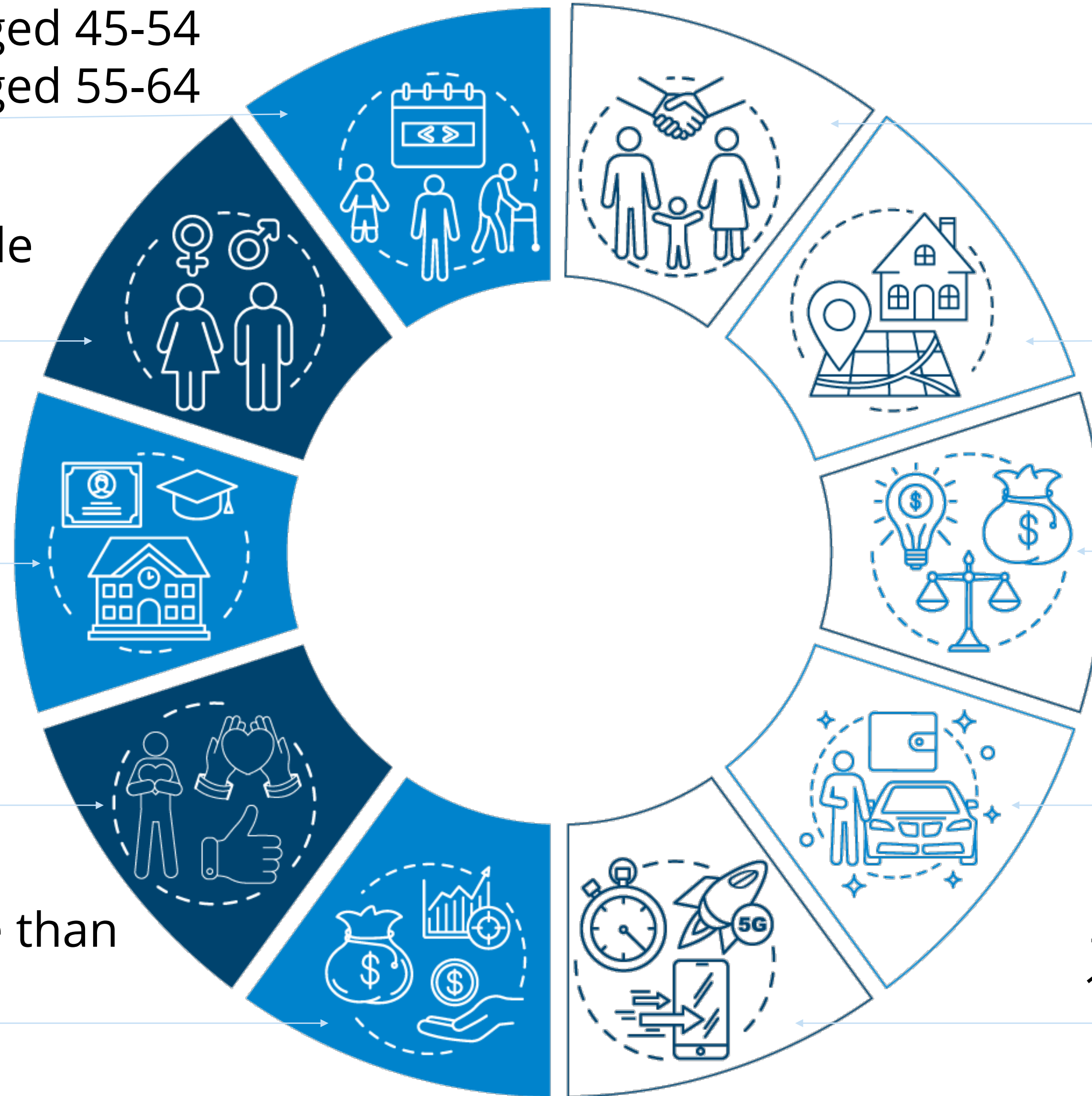
30% of adults are aged 45-54  
25% of adults are aged 55-64

45% are female  
55% are male

77% have a college degree or higher

91% have participated in our event in the past 3 years

63% make more than \$150K/year



57% have 1 or more children living at home

82% own their home

19.5% Business Owners  
17% Managers

15% Geico,  
13% State Farm

43% Verizon, 19% AT&T,  
11% Comcast, 6% Sprint



# About our audience

- 22% Chevy
- 21% Toyota
- 21% Subaru
- 19% Ford
- 15% Honda
- 7% Nissan
- 6% Audi

(most respondents own more than one vehicle)

- 54% Under Armour
- 51% The North Face
- 36% Nike
- 33% L.L.Bean
- 32% Columbia
- 26% Adidas

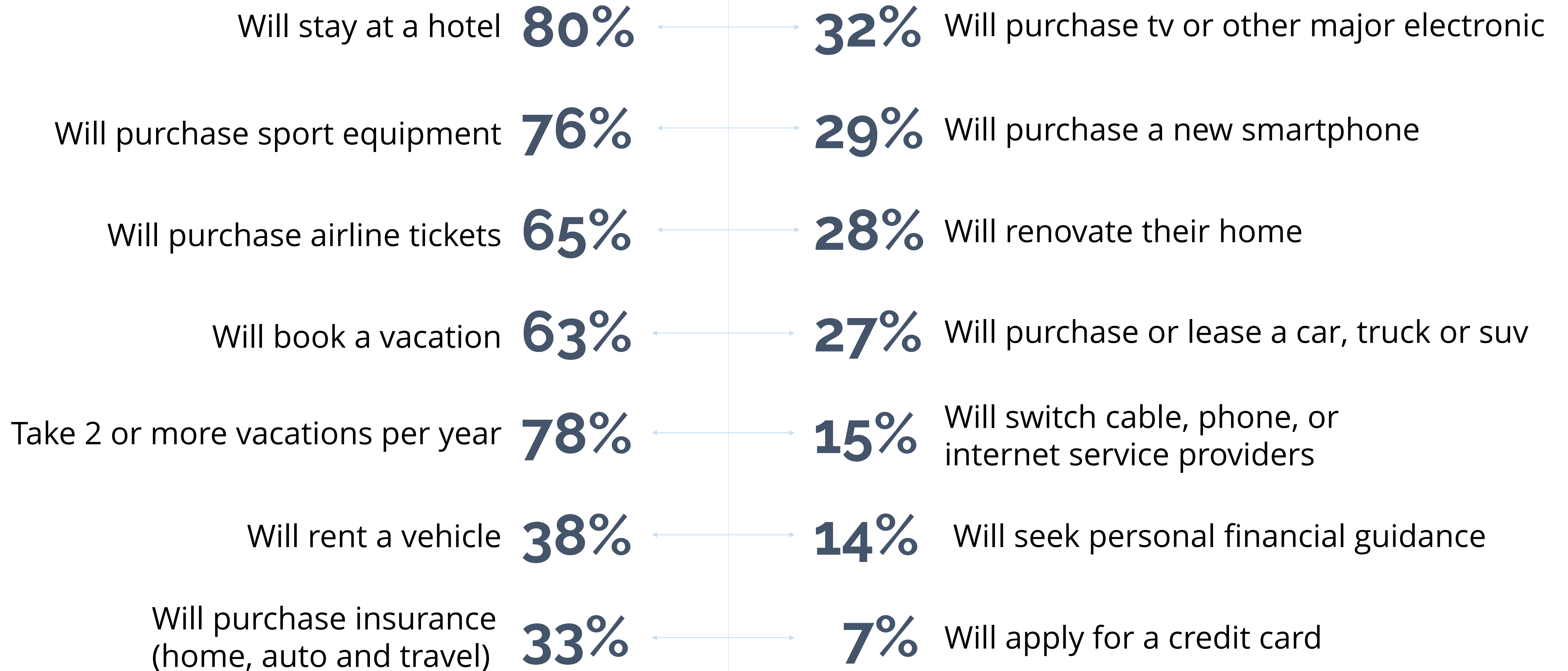
(most respondents own more than one vehicle)



- 14.75% Bank of America
- 13% Chase
- 12% TD Bank
- 10.6% Capital One
- 49.65% Other



# In the next 18 months...







# Our audience is responsive...



**23.4%**

## Open Rate

Our open rate on emails sent to our database is typically 23.4% with a click-through rate of 2.4%



**\$150k+**

## Household income

63% of our families have household incomes above \$150,000 annually, with 12% above \$300,000



**93%**

## Will Change A Purchase

93% of our attendees answered yes to this question: "If a company supports the Vertical Challenge, are you more likely to consider their product/service for future purchases (assuming price and quality are the same)?"





# Our Audience: Qualitative

## Prime Content Marketing Opportunities

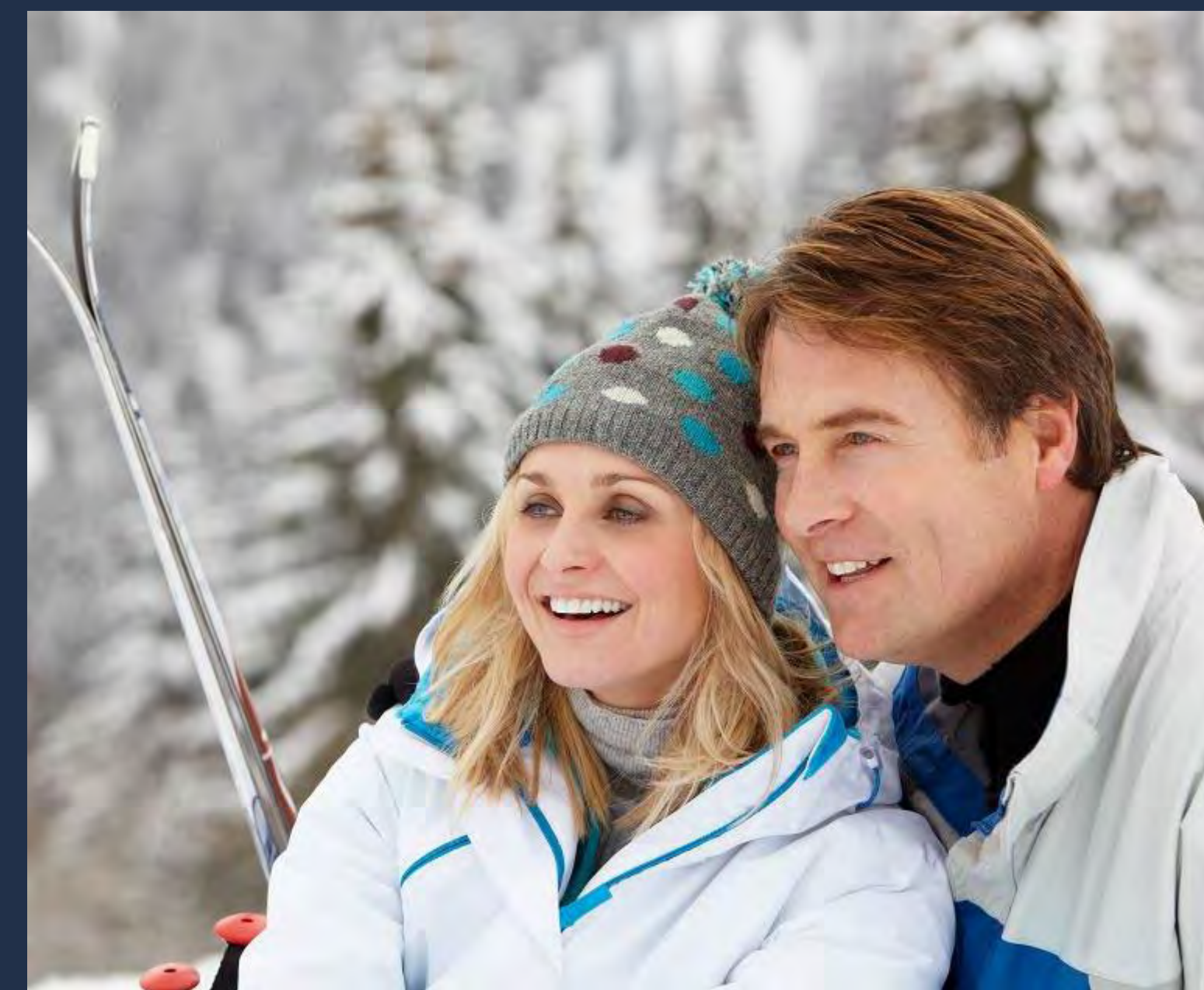
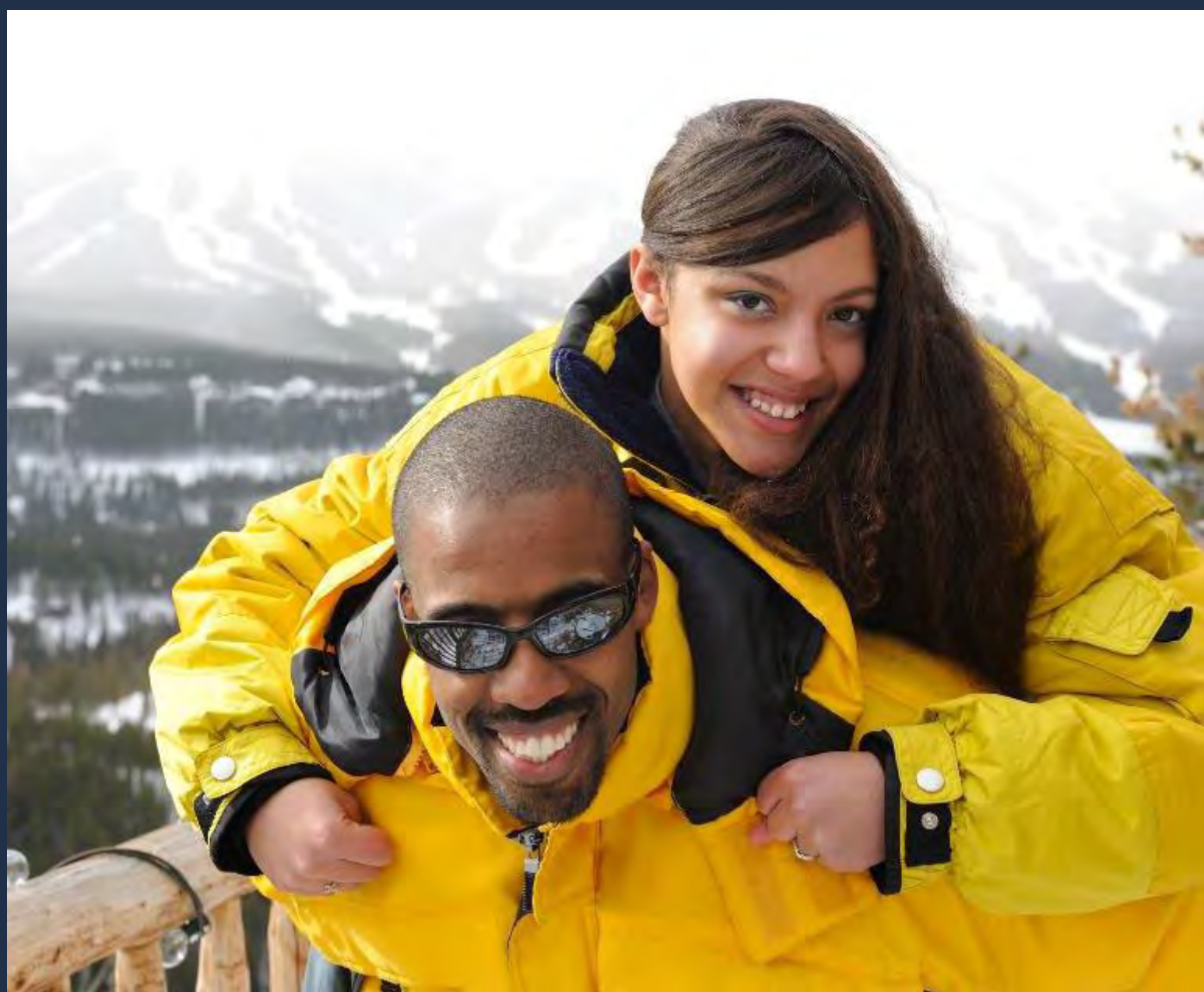
Every VC tour stop offers multiple chances for brands to engage with our audience and others like them via authentic grassroots storytelling (including images, video, and text). Examples include:

- Real interaction with your products at our sampling village
- Stories of how your product helped a family or crew member achieve success on the mountain and beyond
- How your product powers the tour itself
- Profiles of families in similar situations to your target demographics (e.g. coming-of-age, finding work/life balance, planning a secure financial future for loved ones)
- The inspiration of a kid completing their first ski race
- How sports bring families together
- The pride of winning a VC medal





# Meet our fans







# Jess & Josh, Active Adventurers

- Young adults (25-35), getting established in life and their careers – likely not yet married and without kids
- They have at least one pet, which is almost like their child
- Don't yet own their own homes, but are still interested in making their surroundings comfortable
- High earners for their age group (\$75+K), with significant disposable income since without a mortgage or children
- Are well-educated, with either an undergraduate or graduate degree

## **In the next 18 months, they are likely to:**

- Work on building their career and invest in self-improvement
- Go on a few active vacations, both domestically and abroad
- Purchase auto insurance

## **Some of the major product purchases they are looking into include:**

- Sports equipment
- A television or other major consumer electronics, such as a new smartphone
- In their role at work, looking to hire services to help with training, recruiting and marketing strategy







# Jess & Josh, Active Adventurers

## Believe in living an active and healthy lifestyle, and love the outdoors:

- They exercise almost daily and get out on the weekends to run, bike, hike and camp
- They are strong supporters of environmental and wildlife causes
- Bottled water is their number one beverage, and they're not into sodas and energy drinks
- When buying food, it's most important that it is healthy
- Activewear is part of their daily dress

## They value performance and function in their everyday lives:

- Typically drive a Chevy, Honda or Subaru – tough vehicles that can handle their outdoor adventures
- Buy ski gear and other sports equipment that focus on performance
- They use a large established company for internet and cell services, such as Verizon or AT&T
- The clothing brands they like are Nike, Under Armour, Athleta
- They use well-known social media platforms, like Instagram and Facebook, as well as LinkedIn for their careers

## They love to travel:

- On average, they take one or two big vacations per year, plus weekend trips
- They visit destinations both domestically and abroad that allow them to enjoy their active lifestyle as well as travel luxuries, including gourmet food
- They are active when they travel – biking, hiking, skiing -- and often plan vacations around these activities
- {They post their adventures on Instagram and FB, showcasing travel, food and life}

## As for the Vertical Challenge:

- They have attended the Vertical Challenge in the past three years
- They believe that sports equipment/apparel, travel locations, smartphone/electronics manufacturers are a great fit as corporate sponsors for the Vertical Challenge.
- They have a very positive view of companies that support the Vertical Challenge, and are more likely to consider their products/services for future purchases (assuming price and quality are the same)





# Ted and Terry, Practical Parents

- Established adults (in the 30 to 45 years old range)
- They have a good revenue base for their household (in the \$51-149K range), above the national average
- Are homeowners, and have a small family with one to three kids
- Are very well-educated (mostly undergraduate or graduate education)

## **In the next 18 months, they are likely to:**

- Evaluate their family's dietary choices
- Renovate their home
- Purchase insurance (home & auto)
- Retain a financial planner

## **Some of the major product purchases they are looking into include:**

- Stocks, bonds or mutual funds
- A car, truck or SUV (either a purchase or a lease)
- Sports equipment
- A television or other major consumer electronics, such as a new smartphone







# Ted and Terry, Practical Parents

## **They are surprisingly value-oriented and practical:**

- Most are likely driving a modest car like a Chevrolet, Honda, Subaru or Toyota
- They use a large established company for internet and cell services, such as Verizon or AT&T
- They use well-known social media platforms, like Facebook and Instagram
- The clothing brands they like are The North Face and Columbia and are very brand loyal
- They are not avid readers of traditional or online magazines
- They spend a lot of money on groceries

## **They are vacation devotees:**

- On average, they take one or family two vacations/trips every year
- During trips, they spend a lot of money on multiple items: they stay at a hotel, rent a vehicle, and purchase airline tickets

- They most likely stay in the US for travel, but will look at trips in peripheral destinations, such as Canada and the Caribbean

## **As for the Vertical Challenge:**

- They have attended the Vertical Challenge in the past three years
- They believe that hotels, sport equipment/apparel, retail locations and travel locations are a great fit as corporate sponsors for the Vertical Challenge
- They have a very positive view of companies that support the Vertical Challenge, and are more likely to consider their products/services for future purchases (assuming price and quality are the same)





# Sam and Sarah, Recently Retired

- Mature adults (55 to 64), pre- to early retirement
- Are a lot more financially stable, having household revenues in the \$100-300K range
- Are homeowners, and most likely have one to two kids
- Are well-educated, ranging from undergraduate degrees to graduate education

## **In the next 18 months, they are likely to:**

- Evaluate their family's dietary choices; focus is on organics
- Renovate their home
- Purchase insurance (home & auto)
- Work with a financial planner

## **Some of the major product purchases they are looking into include:**

- Stocks, bonds or mutual funds
- A car, truck or SUV (either a purchase or a lease)
- Sports equipment
- A television or other major consumer electronics, such as a new smartphone







# Sam and Sarah, Recently Retired

## They are also very practical and brand loyal:

- Most are likely driving a modest car like a Toyota, Chevrolet or Ford
- They use a large company for internet and cell services, such as Verizon, AT&T or Comcast
- They use well-known social media platforms, like Facebook
- A clothing brands they like is Patagonia
- They are moderate readers of traditional or online magazines that include AARP, Times, National Geographic and Sports Illustrated

## They are vacation devotees:

- On average, they take two to three vacations/trips every year
- During trips, they spend a lot of money on multiple items: they stay at a hotel, rent a vehicle, purchase airline tickets and spend more on gourmet food
- They most likely stay in the US for travel, but also visit destinations that are further away, such as Europe

## As for the Vertical Challenge:

- They have attended the Vertical Challenge in the past three years
- They believe that hotels, consumer electronics, sport equipment/apparel, retail products, smartphone manufacturers, travel locations and automobiles are a great fit as corporate sponsors for the Vertical Challenge
- They have a very positive view of companies that support the Vertical Challenge, and are more likely to consider their products/services for future purchases (assuming price and quality are the same)





# Let's get digital and social



**Mobile marketing**



**Internet marketing**



**Email marketing**



**Social media**



**Video marketing**





# Digital Presence

We have a strong digital presence and an engaged audience!



4/1/19 - 3/30/20

4.9 thousand reactions

353 shares

5.9 thousand engagements



4/1/19 - 3/30/20

7.8 thousand engagements





# Media Partnerships

# xfinity

- 1st quarter 2020
- 7,000+ ROS TV spots across multiple cable networks
- Connecticut, New York, Vermont, and Massachusetts
- Approximately 90% running 6A-midnight



Vertical Challenge TV Commercial: Place  
<https://www.facebook.com/VerticalChallenge/videos/2856681521075050/>

Vertical Challenge TV Commercial: Talk  
<https://www.facebook.com/VerticalChallenge/videos/2356155468030421/>





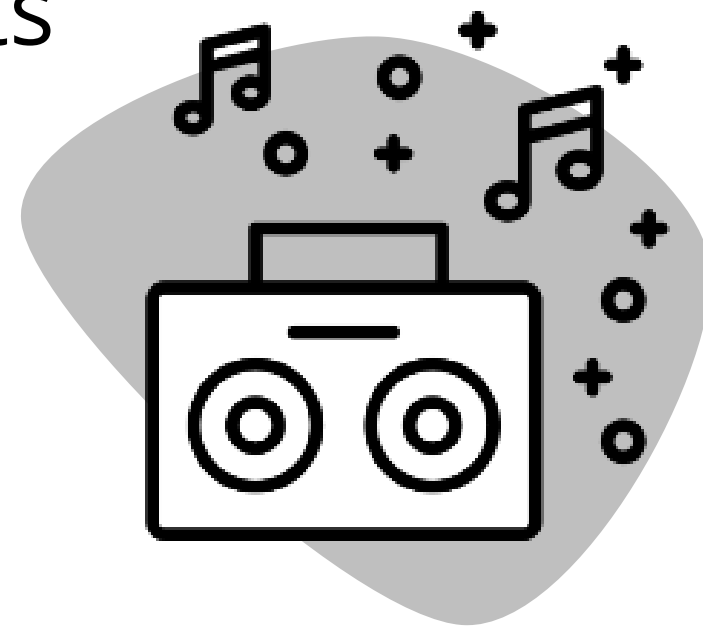
# Media Partnerships

Radio and Digital



1<sup>st</sup> Quarter 2020 package included:

- Pre-roll Video
- Digital ads served and retargeted on station sites and as Facebook ads
- 1,080 Radio spots
- Radio contest
- Radio remotes



Audience Delivery

- Digital Ads + Pre-roll Video: 1,045,461 impressions + 1,717 website visits
- Click-through rate of 1.14%
- Ads were geofenced to areas near the resorts
- Social Media delivered 478,461 social impressions & 353 clicks
- Retargeting digitally: 1.26% click-through rate



Onsite Remotes

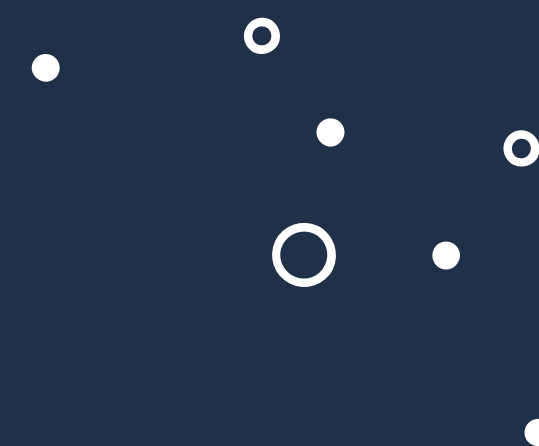
- 2 hours
- Station personality
- Vehicle with station setup including table and/or tent







# Case Studies







# Lead Gen Activation

## Chevy Lead Generation with Contest

- 4,000+ Leads collected each season
- 32 vehicle sales directly related to our efforts



**PICTURE YOURSELF HERE!**  
**All-Inclusive Trip for Four!**

**ENTER TODAY TO WIN!**

[ski-vc.com/summer-ski-fix-at-hard-rock-hotel-riviera-maya](https://ski-vc.com/summer-ski-fix-at-hard-rock-hotel-riviera-maya)

**Hard Rock HOTEL**  
RIVIERA MAYA  
AN ALL-INCLUSIVE EXPERIENCE

**CHEVROLET**







# Retail Activation

## King Soopers Inventory Display Activity

- Sales growth up 20% over previous year growth
- Created multiple brand activity to include core Pepsi brands
- 103,000 incremental 8oz case display activity
- Total increase of sales, by brand:
  - Aquafina: 6%
  - AMP: 28%
  - CSD: 37%
- This grassroots marketing program creates a lot of buzz, display activity, and consumer involvement







# Retail Activation

## Irving Oil “Hitch A Ride” Promotion

- Program duration 120 days
- 180 Store participation
- 25 Participating resorts
- High consumer participation = 30% Redemption Rate



**IRVING REWARDS** My Account Locations

**SWIPE YOUR CARD SKI FOR FREE**  
at 19 participating mountains

January 2 to April 2, 2019

Get your **BOGO LIFT TICKET**  
with every 3 fill-ups of 10 gallons or more

**It's easy!**

- **Swipe** your registered Irving Rewards card at the pump
- **Make 3** fuel purchases of 10 gallons or more and we'll email you a BOGO voucher
- **Share** your BOGO voucher with a friend if you don't ski or snowboard
- **Redeem** your BOGO voucher when you purchase one all-day adult lift ticket at any of the 19 participating mountains

**Ski Sunday to Friday at:**

**Ski Monday to Friday at:**

**theirving.com/ski**

Three (3) separate fuel purchases of a minimum of 10 gallons each must be made between January 2, 2019 and April 2, 2019, with your registered Irving Rewards card. Program Terms and Conditions apply. Visit theirving.com/ski for details. While supplies last. Vouchers subject to ski area terms and conditions and subject to blackout dates and day of week restrictions. Program may be modified or discontinued at any time.





# Sampling Activation

## Stonyfield organic yogurt activated through sampling tents throughout a full VC season

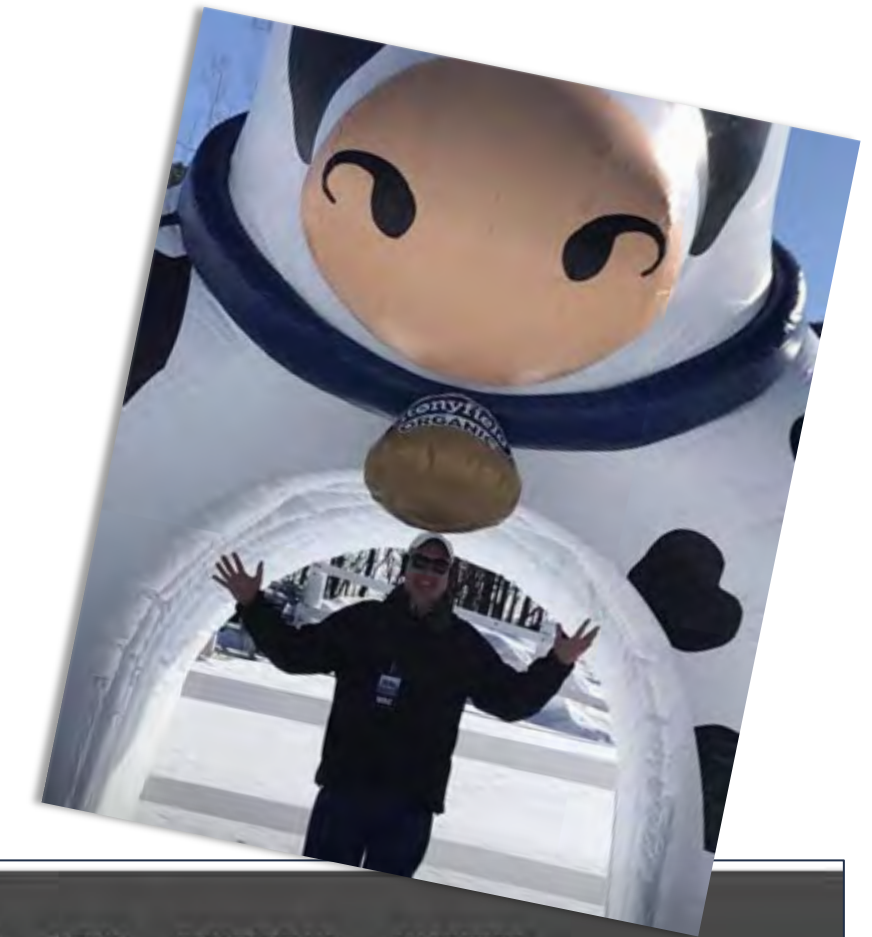
- Engaged in sampling
- Coupon distribution
- We found other creative ways to incorporate their products into onsite activities
- Survey Data
  - Nearly two thirds of our attendees said they had sampled the products
  - Of those, 86% said they would consider buying Stonyfield products
  - Nearly two thirds said they had, in fact, purchased Stonyfield products







# Stonyfield Brand Awareness Study



## Brand Awareness + Digital Activation

Thanks to our data, Stonyfield knew they could get their organic brand top-of-mind our with an audience partial to healthy foods.

We were able to use Stonyfield's new inflatable to generate engagement onsite and online. A contest to name the cow generated more than 75 submissions and reached more than 9,000 people through a half dozen social media posts across platforms.

We awarded prizes to the winner and wrote a blog post about the submissions. Now "MooMoo" will be a part of the tour moving forward. People already enjoy taking their photos with her, including WHOM radio personality Mike Thomas (the photo ended up on their station Facebook page).



HOME VIDEOS 2020 GALLERY RESULTS FINALS PARTNERS NEWS CONTACT US CHARITIES

A number of folks played off a dairy theme in honor of Stonyfield's tasty products. Buttercup, Buttermilk Betsy, Cocoa, Cookies-n-cream, and Milkway all poured out of the suggestion bottle. Our friend Meggie took it one step further, reasoning: "Since it's the Stonyfield cow, how about 'Rocky.'" She also contributed "Pierre' (French for cow) or 'Champ' (French for field)?" Kyah and Ann Travers thought "Cowabunga" made sense for a cow adventurous enough to come to the races.

We had variations on the winter weather. Jenn Forest typed this one the way we all usually say it: "Brrrrrrtha." A number of folks wanted to call her "Snowbell." Lorraine Krochina suggested "Snowflake." Marge Serisky went with "MOOOO SNOW" – ALL CAPS were in the original, to be clear.

"Moo" riffs proved by far the most popular. Susan Hayden had "Molly Moo." Joanne Mason thought of "Maddie Moo." Rebecca Leonard thought our beautiful bovine was "Moovelous." Maddy Sheppard liked "Winnie The Moo." Healy Norton was in a big-time moo mood with "Moo-ey McMoo Moo."

As you can see, we had a lot of wonderful ideas from which to choose. So how did we ultimately decide to, you know, moove forward (sorry, more puns)? Well, we actually went back to the first thing people started to call her onsite and a name that was also suggested online by several people: "MooMoo." Part of its appeal is that it's easy for kids to say and it's also just plain fun. Plus it came about organically, which just seemed appropriate for a cow allied with healthy and organic Stonyfield yogurt.





# How We Work With Our Partners





# Built Just for You

We don't do the Gold, Silver, Bronze thing because we know that doesn't work.

We want to learn about your goals, how you measure ROI and what you are trying to achieve.

Once we know that, then we can offer you something tailored to your needs.







# Some of the Ways We Can Work Together

*We'd love to discuss how we can deploy these assets in a way customized for you and your budget.*

- *Content Marketing*
- *Sampling*
- *Grassroots Activations*
- *Retail Promotions*
- *B-to-B Opportunities*
- *Community Relations*
- *Brand Awareness*
- *VIP Opportunities*
- *Hospitality*





# All of Our Sponsors Receive

All of our sponsors receive the following benefits as a starting point but we don't stop there. Our goal is to develop an activation opportunity designed to engage your target audience in meaningful ways but we offer all of our sponsor the following assets to make sure we cover all the main asset categories.

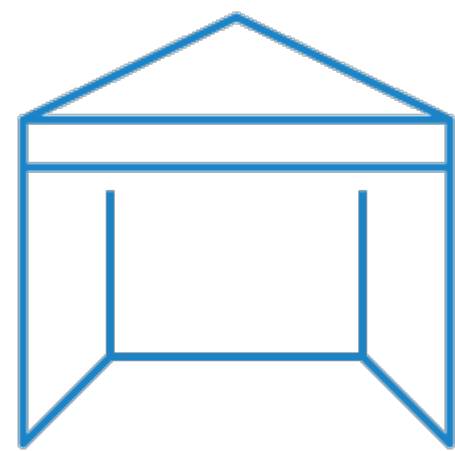
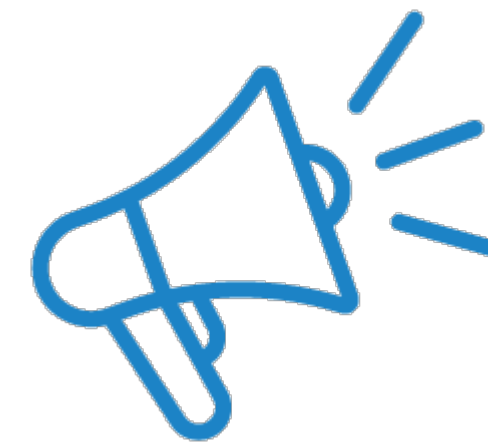


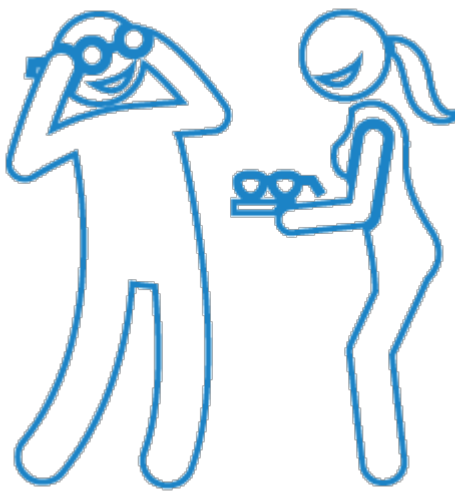
Exhibit booth space



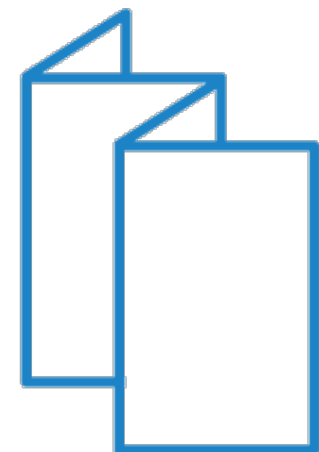
Promotional giveaway opportunity



PA announcements throughout the event



Product sampling rights



Product literature distribution



Social media and eblasts



Coupon distribution



Logo placement on advertising materials, website, onsite signage and clothing

**What are we missing?**  
That's for you to decide...





# Let's Start a Conversation

We're excited to hear about your sales and yearly goals for your organization, and how we can help you in achieving them.

✉ [heather.clifford@ski-vc.com](mailto:heather.clifford@ski-vc.com)

f [/VerticalChallenge](https://www.facebook.com/VerticalChallenge)

📷 [/ski\\_vc](https://www.instagram.com/ski_vc)

🌐 [ski-vc.com](http://ski-vc.com)

