



SKIS AND SADDLES

— ESTD 2019 —

SKIJOR PAGOSA SPONSORSHIP PACKET 2020



SKIJOR USA

***2020 PAGOSA COUNTRY RACE DATE
-- JANUARY 25-26, 2020 --***

2019 SKIJOR USA RACE VENUES

Helena, MT
Cody, WY
Steamboat Springs, CO
Butte, MT
Jackson Hole, WY
Kremmling, CO
Saratoga, WY
Columbia Falls, MT
Gunnison, CO
Soldier Hollow, UT
Wisdom, MT
West Yellowstone, MT



SKIJOR PAGOSA

Skijor Pagosa is an adventure competition where horse and rider pull a skier or snowboarder as fast as possible through an obstacle course of jumps, gates and rings. Skijoring combines Pagosa Country's finest skiing heritage with its cowboy roots creating a fast and furious spectator's event.

Participants compete for cash and prizes based on the fastest times. But more excitingly, our Skis and Saddles Event will be a great reason to get outside and enjoy southern Colorado's best kept secret while hanging out with great friends and family.

SKIJOR USA, our sanctioning body, supports events most weekends during the season which runs from early January to mid-March. Skijor Pagosa is proud to be a part of it!

January 2020



WHO ARE WE ?

We are a small board of committed locals and business owners who want to see Pagosa and its businesses enjoy the best our winter season can offer. This exhilarating sport combines skiing and horsemanship and has been around over a hundred years.

In the early 1900s, skiing behind horses was a popular activity throughout many areas of northern and central Europe. Skijoring made its debut in the Stockholm's Winter Games of 1901, and appeared in the Chamonix's Games in 1926. In 1928 skijoring was included at the first Winter Olympic Games in Saint Moritz.

From 1915 to 1930, equine skijoring made its way to North America where it laid down roots in New England and in the Western Rockies. Today, skijoring continues in Saint Moritz at White Turf, and Skijor USA's Triple Cross Skijoring is taking the western USA by storm. We are proud to bring it here to **Pagosa Country!**

WHY PAGOSA ?



Pagosa Country is one of the most beautiful places to live, work and play. With access to Wolf Creek Ski Area's acclaimed "most snow in Colorado" and a host of locals dedicated to horsemanship, our small town atmosphere make Pagosa the ideal setting to enjoy the growing winter sporting event of skijor.

At 7100 feet elevation and boasting over 300 days a year of sunshine, the riverfront downtown will create the perfect basecamp for a memorable, adventure-fueled event attracting spectators from the 4 corner states and beyond.

This curious new winter experience in Pagosa creates an awesome opportunity for businesses to target their existing local customer base and broaden awareness of their brands and or services through a unique sponsorship opportunity.

OUR VISION

...Is for you or your business to join us at the new **Skis and Saddles Event** in beautiful downtown Pagosa Springs, Colorado **January 2020**.

Skijoring is a trending winter sporting event, as hailed by CNN, where skier meets cowboy and slalom meets rodeo, and the adrenalin pumping excitement of ski racing is fueled with horse power!

The western heritage of horsemanship and Skiing collide in a two day event right here in **Pagosa Country**. Partnering with us is promoting our community and supporting the people who endorse your business!

Don't miss out on this once a year opportunity.





Sponsorship Packages

Our local committee has created an array of sponsorship options listed below. Sponsorships are sold on a first-come-first-serve basis and are expected to sell out fast this first year. Get yours now.

TITLE SPONSOR - \$10,000

- Special Promotion as a **TITLE Sponsor** of the **Skis and Saddles Event** on all event activities
- **TITLE** sponsor will receive highly visible banners and promotional media throughout event area (provided by sponsor)
- VIP Tent access for **8** people to include food, beverage, comfort and prime viewing location during our event
- Sponsor's name in all online promotions including Social Media, e-blasts, and event website
- Live recognition from announcer's stand during event
- Prominent logo placement on all event promotional material to include event signage, posters and schedules
- Optional **10' x 10'** promotional booth in prime location (sponsor provides booth and staffing)
- Clickable logo or link on **SKIJOR USA** and **Skis and Saddles** web pages, event pages and social media
- Custom SKIJOR apparel swag and goods upon sponsor commitment

LEADING SPONSOR - \$5,000

- Promotion as a **Leading Sponsor** of the **Skis and Saddles Event** on all event activities
- VIP Tent access for **4** people to include food, beverage, comfort and prime viewing location during event
- Sponsor's name in all online promotions including Social Media, e-blasts, and event website
- Live recognition from announcer's stand during event
- Prominent logo placement on all event promotional material to include event signage, posters and schedules
- Optional **5' x 5'** promotional booth in prime location (sponsor provides booth and staffing)
- Clickable logo or link on SKIJOR USA and Skis and Saddles web pages, event pages and social media
- Custom SKIJOR apparel swag and goods upon sponsor commitment

Please ask your representative how we can customize a package for you and your business. Promotions are subject to change.
contact skijorpagosa@gmail.com or 970.759.0815

Skis and Saddles Pagosa Country Skijor is a 501(c)3; all sponsorships are tax deductible



Sponsorship Packages



GOLD SPONSOR - \$2,500

- Promotion as **Skis and Saddles Pagosa Country Skijor GOLD** Sponsor with banner at venue (provided by sponsor)
- **8** drink tickets to be redeemed during event
- Sponsor's name in all online promotions including Social Media, e-blasts, and event website
- Live recognition from announcer's stand during event
- Prominent logo placement on all event promotional material to include event signage, posters and schedules
- Logo or link on **SKIJOR USA** and **Skis and Saddles** web pages, event pages and social media
- A personal "thank you" from the Skis and Saddles Pagosa Country Skijor team

SILVER SPONSOR - \$1,000

- Promotion as **Skis and Saddles Pagosa Country Skijor SILVER** Sponsor with banner at venue (provided by sponsor)
- Sponsor's name in all online promotions including Social Media, e-blasts, and event website
- Live recognition from announcer's stand during event
- Logo or link on **SKIJOR USA** and **Skis and Saddles** web pages, event pages and social media
- A personal "thank you" from the Skis and Saddles Pagosa Country Skijor team

BRONZE SPONSOR - \$500

- Promotion as **Skis and Saddles Pagosa Country Skijor BRONZE** Sponsor with banner at venue (provided by sponsor)
- Sponsor's name in all online promotions including Social Media, e-blasts, and event website
- Logo or link on **SKIJOR USA** and **Skis and Saddles** web pages, event pages and social media
- A personal "thank you" from the Skis and Saddles Pagosa Country Skijor team

COLOR SPONSOR - \$250 to \$100

- Logo or link on SKIJOR USA and Skis and Saddles web pages

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CURRENT SPONSORS

Voormi
Riff Raff Brewery
Jann C. Pitcher Real Estate
Pagosa Springs Luxury properties
Lionheart Ranch
Root Design Company

PARTNERS

Pagosa Springs Chamber of Commerce
Pagosa Springs Tourism Department
KWUF Radio
Pagosa Sun Newspaper
Town of Pagosa Springs
BWD Construction

COMMITTEE

Christine Pitcher, Committee Chair
Julia Appel, Asst. Chair / Treasurer
Ben Dozier, Communication & Marketing
Cherie Ford, Special Events Coordinator

TRIPLE CROSS



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SKIJOR PAGOSA WILL BENEFIT EVERYONE IN JANUARY 2020

- During the combined Chamber event with Winterfest, we expect to experience an attendance of 5,000 or more for our 2-day winter event
- Individual & business sponsorship packages are available for event promotions
- Custom apparel & goods will be promoting our Skis and Saddles event
- Local food, drink and market tents will be accessible during the competition
- Beer Garden & Saturday night event concert will feature Title & Leading sponsorships

SKIJOR PAOGSA WILL GIVE BACK

- A portion of the profits will be donated to local non-profit charities and or scholarship fund



Thank you for the interest in supporting our Skis and Saddles event coming January 2020.

We look forward to partnering with you and your business next January as we come together for a fun-filled adventure.

Be sure to visit our website for updates...

WWW.SKISANDSADDLES.COM