



## SPONSORSHIP INFORMATION

Red, White & Snow is the National Ability Center's premier fundraiser. Celebrating its 13th year, this culinary, wine and ski festival continues to rise in popularity and recognition. The weekend-long event celebrates the empowerment of people of all abilities through adaptive recreational activities. Locally and nationally recognized chefs and the finest vintners provide an opportunity for culinary and wine connoisseurs, vintners and skiers to socialize in an extraordinary setting.

### THURSDAY, MARCH 2

#### VIP UNCORKED - Stein Eriksen Lodge | 6:00-7:00 pm

A VIP opportunity for the more serious wine connoisseur to taste one-on-one with guest vintners including a wine presentation with an exclusive wine presentation with Johndrow Vineyards.

#### UNCORKED - Stein Eriksen Lodge | 7:00-9:00 pm

An intimate tasting of over 30 vintner's favorite wines and hors d'oeuvres.

### FRIDAY, MARCH 3

#### SKI WITH OLYMPIC LEGENDS - Deer Valley Resort | 8:30 am-12:30 pm

Vintners & guests are invited to ski with Park City Olympic legends at one of the top ski resorts in the nation.

#### WINE ON THE MOUNTAIN - St. Regis Deer Valley | 12:30-2:30 pm

A slopeside tasting and lunch on the Astor Terrace at St. Regis Deer Valley. Guests can ski, walk or snowshoe into this casual, snow-covered event for both skiers & non-skiers alike with a 'rock the retro' costume theme.

#### VINTNER DINNERS - Private Homes | 6:30 pm

Intimate evening featuring premier chefs demonstrating their artistry, crafting exquisite meals paired with a premier vintner, wine in a beautiful private homes in Park City, Deer Valley and Salt Lake City.

### SATURDAY, MARCH 4

#### GALA DINNER & AUCTION - Montage Deer Valley | 5:30 pm

A one-of-a-kind evening filled with culinary delights, sophisticated libations and exclusive auction items.

#### AFTER PARTY - Montage Deer Valley | 10:00 pm-Midnight

Gala attendees and other guests round out the evening with entertainment and dancing in the Daly's Pub & Rec.

### OUR MISSION

The National Ability Center empowers individuals of all abilities by building self-esteem, confidence and lifetime skills through sport, recreation and educational programs.

### SPONSORSHIP PROGRAM

Sponsorship of the National Ability Center's Red, White & Snow offers exciting public relations, advertising, and community exposure for our partners while also helping people of all abilities discover their possibilities.

### SPONSORSHIP BENEFITS

Dependent on Sponsorship Level

- Name recognition and logo visibility on event collateral and promotional materials.
- Media recognition through public service announcements, television, online and print media.
- On-site event opportunities for company promotion and outreach.
- Unique opportunities to share your support of the National Ability Center's mission with staff and clients.
- Hospitality benefits including Vintner Dinners, lift tickets to premier ski resorts and VIP access to gatherings.



Thank you for your support! Learn more at: [redwhiteandsnow.org](http://redwhiteandsnow.org) | [www.discovernac.org](http://www.discovernac.org)



## SPONSORSHIP LEVELS

### 2017 TITLE SPONSORSHIP: \$40,000

- Corporate logo or name recognition in PSAs, radio and television ads as well as press releases and print media ads.
- Corporate logo or name recognition on Red, White & Snow website, e-mail campaigns and social media.
- Corporate logo or name displayed at each event and included on all event materials, double-page, color spread ad in event program.
- On-site promotion
- Opportunity for corporate social responsibility and team building
- Exclusive – Title Sponsorship is limited to one (1) company.
- 1 Platinum table of 8 at Gala Dinner & Auction, includes a premier vintner seated at your table.
- Eight (8) tickets to Uncorked – VIP entrance
- Eight (8) tickets to Wine on the Mountain and one (1) reserved table
- Eight (8) tickets to skiing with the Olympic Legends
- Four (4) tickets to a Vintner Dinner

### PRESENTING SPONSORSHIP: \$25,000

- Limited – Presenting Sponsorship is limited to two (2) companies
- Corporate name recognition in PSAs, radio and television ads as well as press releases and print media ads.
- Corporate logo or name recognition on Red, White & Snow website, e-mail campaigns and social media.
- Corporate logo or name displayed at each event and included on all event materials. Full-page, color ad in event program.
- One (1) Gold table of eight (8) at Gala Dinner & Auction, includes a highly-rated vintner seated at your table.
- Four (4) tickets to Uncorked – VIP entrance
- Four (4) tickets to Wine on the Mountain
- Four (4) tickets to skiing with the Olympic Legends
- Two (2) tickets to a Vintner Dinner

### ACTIVATION SPONSORSHIP: \$20,000

- Name recognition and logo visibility on mobile bidding platform (branded charging stations).
- Charging stations will have a presence at Uncorked, Wine on the Mountain, Gala dinner and auction.
- Corporate name recognition in PSAs, radio and television ads as well as press releases and print media ads.
- Corporate logo or name recognition on Red, White & Snow website, e-mail campaigns and social media.
- Corporate logo or name included on event materials. Full page, Color ad in event program.
- Four (4) tickets to Uncorked – VIP entrance
- Four (4) tickets to Wine on the Mountain

### INDIVIDUAL EVENT SPONSORSHIP: \$15,000

Uncorked | Wine on The Mountain | Gala | After Party

- Exclusive – Individual Event Sponsorships are limited to one (1) company per event.
- Official company naming of event.
- Marketing awareness and logo placement on Red, White & Snow materials related to individual event.
- Corporate name recognition in PSAs, radio and television ads as well as press releases and print media ads.
- Corporate logo or name recognition on Red, White & Snow website, e-mail campaigns and social media.
- Corporate logo or name displayed at event and included on event materials. Full page, color ad in event program.
- One (1) VIP reserved table for 8 at the Individual Sponsored Event
- Four (4) tickets to Uncorked – VIP entrance
- Four (4) tickets to Wine on the Mountain

### MAJOR SPONSORSHIP: \$10,000

- Corporate name recognition in press releases and media advisories.
- Corporate logo or name recognition on Red, White & Snow website, e-mail campaigns and social media.
- Corporate logo or name displayed at event. Half-page, color ad in event program
- Four (4) tickets to a Vintner Dinner
- Four (4) tickets to Uncorked
- Four (4) tickets to Wine on the Mountain

### SUPPORTING SPONSORSHIP: \$5,000

- Marketing awareness and logo placement on Red, White & Snow materials.
- Corporate logo or name recognition on Red, White & Snow website, e-mail campaigns and social media.
- Corporate logo or name displayed at event. Half-page, color ad in event program.
- Two (2) tickets to a Vintner Dinner
- Two (2) tickets to Uncorked
- Two (2) tickets to Wine on the Mountain



## 2017 GALA TABLE SPONSORSHIP

### PLATINUM TABLE: \$8,800

Limited – Platinum Table Sponsorship is limited to three (3) companies/individuals

Corporate logo or name recognition on Red, White and Snow website

Corporate logo or name displayed at event. Full page ad in event program.

One (1) Platinum table of eight (8) at Gala Dinner and Auction, includes a 97-95 point rated vintner seated at your table.

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### GOLD TABLE: \$7,000

Corporate logo or name recognition on Red, White & Snow website, e-mail campaigns and social media.

Corporate logo or name displayed at event. Half-page, color ad in event program.

One (1) Gold table of eight (8) at Gala Dinner & Auction.

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### SILVER TABLE: \$6,000

Limited – Silver Table Sponsorship is limited to ten (10) companies/individuals.

Name recognition on Red, White & Snow website, e-mail campaigns and social media.

Name displayed at event. Half-page, color ad in program.

One (1) Silver table of eight (8) at Gala Dinner & Auction.

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## 2017 AUCTION SPONSORSHIP

### PLATINUM GIFT: \$8,000 VALUE

Consideration for inclusion in Live Auction package.

Corporate logo or name recognition in press releases and media advisories.

Corporate logo or name recognition on Red, White & Snow website, e-mail campaigns and social media.

Corporate logo or name displayed at event and included on event materials. Full-page, color ad in event program.

Donation may be packaged with complimentary items.

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### GOLD GIFT: \$5,000 VALUE

Consideration for inclusion in Live Auction package (will be combined with other items).

Corporate name recognition in press releases and media advisories.

Corporate logo or name recognition on Red, White & Snow website, e-mail campaigns and social media.

Corporate logo or name included on event materials. Half-page, color ad in event program.

Donation may be packaged with complimentary items.

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### SILVER GIFT: \$2500 VALUE

Corporate name recognition on Red, White & Snow website, e-mail campaigns and social media.

Corporate name included on event materials (based on availability).

Donation may be packaged with complimentary items.

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### BRONZE GIFT: \$1,000 VALUE

Corporate name recognition on Red, White & Snow website.

Corporate name included on event materials (based on availability).

Donation may be packaged with other complimentary auction items.



## SPONSOR AGREEMENT

Thank you for your support! Please mail, email or fax this completed form to:

National Ability Center Attn: Carin De Milo | 1000 Ability Way | Park City, UT 84060 | Fax: 435.658.3992 | Email: carind@discovernac.org

**Yes! I would like to sponsor the National Ability Center's 2017 Red, White & Snow.**

- Title - \$40,000
- Presenting \$25,000
- Activation Sponsorship - \$20,000
- Individual Event Sponsorship - \$15,000  
(please circle) Wine On The Mountain | Uncorked | Gala | After Party
- Major Sponsorship - \$10,000
- Supporting Sponsorship - \$5,000
  
- Platinum Table \$9,600       Platinum Gift: \$8,000 Value
- Gold Table \$7,200       Gold Gift: \$5,000 Value
- Silver Table \$6,000       Silver Gift: \$2500 Value
- Bronze Gift: \$1,000 Value

Company/Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

I would like to pay by:

- Check Enclosed    Invoice Me    Visa    MasterCard    AmEx

Credit Card Number \_\_\_\_\_

Billing Address \_\_\_\_\_

Expiration Date \_\_\_\_\_ CCV Code \_\_\_\_\_

Signature \_\_\_\_\_

**All Sponsor agreements will need to be paid in full prior by March 1, 2017 unless otherwise discussed and documented.** Thank you for your generous donation and supporting the National Ability Center.

### CORPORATE LOGO:

For inclusion on our website, please send your organization's logo as a single color vector (.ai or .eps) file within two weeks of submitting your completed sponsorship form. High-resolution .jpgs may be used as an alternative but may be edited to fit branding and sizing requirements for event materials.

### PROGRAM AD:

Please send your organization's program ad no later than Thursday, December 29, 2016 for inclusion in event program.

Two page - 8.5 x 11 inches (title sponsor)

Full page - 8.5 X 5.5 inches

Half page - 4 X 5.25 inches

Additional information and timelines for sponsorship recognition will be sent upon receipt of this form.



Thank you for your support! Learn more at: [redwhiteandsnow.org](http://redwhiteandsnow.org) | [www.discovernac.org](http://www.discovernac.org)



## TITLE SPONSOR BENEFITS

### LOGO PLACEMENT

Title Sponsor recognition on event invitations, programs, sponsor banners, presentations, advertisements and other printed materials.

All sponsor artwork and logos must be received by October 15, 2016.

### BROADCAST MEDIA

- **Television** – Mention by National Ability Center representatives during appearances on television news and talk shows.
- **Radio** – Name recognition in public service announcements created for local and regional broadcast.

### PRINT MEDIA

- **Newspaper** – Mention in all news advisories and press releases sent to local and regional print media.
- **Special Features** – Mention in special articles prepared for local print media.
- **Magazines and Newsletters** – Featured stories on event will give mention to the Title Sponsor.
- **Print Advertising** – Recognition in all ads promoting the event and post-event thank you ad.
- **Display Advertising** – Name recognition on all event posters.
- **Magazine Advertising** – Name recognition in any print advertising promoting the event within local and regional magazines.
- **Event Correspondence** – Name or logo placement on all event correspondence sent to event attendees, vendors and suppliers associated with the event.

### ELECTRONIC PROMOTION

- **Community Calendars** – Name recognition on all local and regional community calendar posts for the event.
- **Website Promotion** – Logo placement on the event website ([redwhiteandsnow.org](http://redwhiteandsnow.org)) and the National Ability Center website special events page ([discovernac.org/events](http://discovernac.org/events)), with a link to the Title Sponsor's website.
- **E-mail** – Name recognition in event e-mail campaigns sent to the National Ability Center supporters (approximately 8,000).
- **Electronic Newsletter** – Mention in all articles about the event and logo placement with a website link in the National Ability Center's monthly e-newsletter.
- **Social Media** – Featured placement on the National Ability Center's Facebook and Twitter pages.

### ON-SITE PROMOTION

- **Sponsor Signage** – Prominent logo or name placement on all sponsor banners and signs created for the event.
- **Banner Placement** – Sponsor may provide a free-standing banner or sign to be displayed at the events held at Stein Eriksen's Lodge, St. Regis Deer Valley and Montage Deer Valley.
- **Event Program** – Full-page spread, Color advertisement in the event program.
- **Promotional Display** – Sponsor can provide and staff a product display at pre-determined event venues
- **Product Give-Aways** – Sponsor can provide promotional items for distribution to guests at predetermined events.
- **Awards Presentation** – Sponsor receives an appreciation plaque at the Gala Dinner & Auction and will be publicly thanked for their participation and support.

### CORPORATE SOCIAL RESPONSIBILITY & TEAM BUILDING

**Team Building** – Receive a free, customized team building day at the National Ability Center, which can include a combination of any of the following program activities: ropes course, Equine Facilitated Learning, trail ride, mountain or trail ski day, snowshoe, water-ski day, or other programs as permitted. Date based upon availability by all parties. Expiration March 1, 2018.

**Social Responsibility** – Receive exclusive opportunities for corporate team members and staff to support the event through team organized volunteer efforts. Pre- or post-event personalized presentations by National Ability Center participants and staff regarding your corporation's commitment to the community and the difference your investment makes in the lives of individuals of all abilities.



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## PRESENTING SPONSOR BENEFITS

### LOGO PLACEMENT

Presenting Sponsor name recognition on all event invitations, programs, sponsor banner, presentations, advertisements and other printed materials.

All sponsor artwork and logos must be received by October 1, 2016.

### BROADCAST MEDIA

- **Radio** – Receives name recognition in all public service announcements created for local and regional broadcast.

### PRINT MEDIA

- **Newspaper** – Receives mention in news advisories and press releases sent to local and regional print media.
- **Special Features** – Receives mention in special articles prepared for local print media.
- **Magazines and Newsletters** – Featured stories on event will give mention to Presenting Sponsor.
- **Print Advertising** – Name recognition in ads promoting the event, including post event thank you ad.
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