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**BOULDER**  
**MOUNTAIN TOUR**

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**TRAIL**

**OUR RACE, YOUR BACKYARD**

**48TH ANNUAL | FEBRUARY 1-7, 2021**

**MEDIA KIT**

# SPONSORSHIP OPPORTUNITIES



Join the 48th Annual Boulder Mountain Tour

## TITANIUM SPONSOR | \$10000

Sponsorship of BMT Leaderboard on website | Sponsorship of Virtual Awards | Business brand on official BMT poster | Full page ad in program | Branded collateral in race packets mailed to all participants | Preeminent placement for business logo and link on BMT website | Acknowledgement in event marketing and social media platforms | Verbal recognition at virtual awards | Eight race entries | Inclusion in Founder's Circle of Boulder Mountain Tour Heritage Club

## PLATINUM SPONSOR | \$5000

Sponsorship of BMT Photo Wall on website | Business brand on official BMT poster | Full page ad in program | Branded collateral in race packets mailed to all participants | Superior placement for business logo and link on BMT website | Acknowledgement in event marketing and social media platforms | Verbal recognition at virtual awards | Six race entries | Inclusion in Founder's Circle of Boulder Mountain Tour Heritage Club

## GOLD SPONSOR | \$2500

Full page ad in program | Branded collateral in race packets mailed to all participants | Preferred placement for business logo and link on BMT website | Inclusion in event marketing and social media platforms | Verbal recognition at virtual awards | Four race entries | Membership in Boulder Mountain Tour Heritage Club

## SILVER SPONSOR | \$1000

Half page ad in program | Business logo and link on BMT website | Branded collateral in race packets mailed to all participants | Inclusion in event marketing and social media platforms | Verbal recognition at virtual awards | Two race entries | Membership in Boulder Mountain Tour Heritage Club

## BRONZE SPONSOR | \$500

Quarter page ad in program | Business logo and link on BMT website | Branded collateral in race bag | Inclusion in event marketing and social media platforms | Verbal recognition at virtual awards | One race entry

# AD SIZES

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Full Page | \$750 | 7.5 x 9.875

Half Page | \$400 | 7.25 x 4.5 (horizontal)  
3.5 x 9.5 (vertical)

Third Page | \$300 | 7.25 x 3

Quarter Page | \$200 | 3.5 x 4.5

Eighth Page | \$125 | 3.5 x 2.125

# PROGRAM SPECS

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Please reserve your space by October 30 | Ads are due November 13 | Preferred format is Press Optimized PDF or PDF X/1A | Do not include crop marks | Fonts must be embedded or outlined | 300 DPI for quality assurance | Large areas of black should be super black | Must be CMYK color mode | No Pantone or RGB colors

# METHODS OF BMT ADVERTISING

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National exposure and recognition for BMT race sponsors and supporters via synergistic advertising with resorts, retailers, ski teams, and ski areas throughout the United States utilizing iconic BMT poster, ad buys and respective social media platforms, program and websites | BMT results and raffle live-streamed daily culminating with virtual broadcast post-event

# CONTACT

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