

ZIONS BANK.
BOULDER
MOUNTAIN TOUR
SUN VALLEY, ID



50TH ANNUAL BMT FEBRUARY 4, 2023

MEDIA KIT

SPONSORSHIP OPPORTUNITIES

Join the 50th Annual Boulder Mountain Tour

TITANIUM SPONSOR | \$10,000

Business logo on front of BMT custom souvenir race bib | Sponsorship of BMT Awards Bash | Business brand on official BMT poster | Business brand on BMT race bags | Full-page color ad in program | Branded collateral in race packets | Pre-eminent placement for business logo and link on BMT website | Acknowledgement in event marketing and social media platforms | Opportunity for presence at Expo | Eight race entries | Inclusion in Boulder Mountain Tour Heritage Club

PLATINUM SPONSOR | \$5,000

Business logo on back of BMT custom souvenir race bib | Business brand on official BMT poster | Business brand on BMT race bags | Full-page color ad in program | Branded collateral in race packets | Superior placement for business logo and link on BMT website | Acknowledgement in event marketing and social media platforms | Opportunity for presence at Expo | Verbal recognition at awards celebration | Six race entries | Inclusion in Boulder Mountain Tour Heritage Club

GOLD SPONSOR | \$2,500

Full page ad in program | Branded collateral in BMT race bags | Preferred placement for business logo and link on BMT website | Acknowledgement in event marketing and social media platforms | Opportunity for presence at Expo | Verbal recognition at awards celebration | Four race entries

CORPORATE SPONSOR | \$2,000

Compete against other local businesses for the title of the fastest business in the Boulder | Write-up of your business with logo and quarter-page ad in program | Opportunity for presence at Expo | Four race entries | Entry into business team leaderboard on website | Inclusion in event marketing and social media platforms | Four race entries

SILVER SPONSOR | \$1,000

Half-page ad in program | Business logo and link on BMT website | Branded collateral in race bags | Inclusion in event marketing and social media platforms | Verbal recognition at awards celebration | Two race entries

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 awards celebration | One race entry



AD SIZES

Full Page | \$775 | 7.5 wide x 9.875 high

Half Page | \$425 | 7.25 wide x 4.5 high (horizontal) / 3.5 wide x 9.5 high (vertical)

Third Page | \$325 | 7.25 wide x 3 high

Quarter Page | \$225 | 3.5 wide x 4.5 high

Eighth Page | \$135 | 3.5 wide x 2.125 high

PROGRAM SPECS

Please reserve your space by October 30 | Ads are due November 15 | 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

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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