

49th annual presented by
ZIONS BANK

boulder mountain tour



media kit

***In-person race
February 5, 2022
Virtual Race
February 1-6, 2022***

titanium sponsor / \$10000 / \$19000

Sponsorship of BMT Leaderboard on website | Sponsorship of Awards Bash | Business brand on official BMT poster | Business brand on BMT race bags | Full page ad in program | Branded collateral in race packets | Preeminent 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 / \$5000 / \$9250

Sponsorship of BMT Photo Wall on website | Business brand on official BMT poster | Business brand on BMT race bags | Full page 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 | Four race entries | Inclusion in Boulder Mountain Tour Heritage Club

gold sponsor / \$2500 / \$4500

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 / \$1250 / \$2250

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

silver sponsor / \$1000 / \$1875

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 / \$950

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

SPONSORSHIP OPPORTUNITIES
Join the 49th Annual Boulder Mountain Tour

Second sum listed represents 2-year sponsorship commitment, including the BMT's 50th anniversary in 2023.

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 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

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

Jody Zarkos | bouldermountaintour@gmail.com
208.720.1810 | www.bouldermountaintour.com