MAKE THE MOST OF YOUR MEMBERSHIP THROUGH SPONSORSHIP

2013/14 NSAA MEDIA KIT

NATIONAL SKI AREAS ASSOCIATION

Be Part of the INDUSTRY

HE NATIONAL SKI AREAS ASSOCIATION

(NSAA) is a not-for-profit trade association serving the ski and mountain resort industry. NSAA's primary role is to address key issues and initiatives as identified by the NSAA Board of Directors whom represent a distinguished group of leading industry authorities from mountain resorts. NSAA operates on three key tenets: to advance safety and education, foster environmental sustainability, and grow the future of the business and the sport.

By supporting NSAA, your sponsorship and advertising dollars are allocated toward facilitating leading industry research, representing the industry's interests within governmental affairs on the state and federal level, developing educational programming, expanding training resources for ski area operations, and much more.

NSAA's bi-monthly business magazine, the *NSAA Journal*, is the most credible media voice in the industry. Advertising in the *Journal* is one of the most important benefits of NSAA sponsorship.

Supporting NSAA through advertising/sponsorship dollars

is always appreciated by mountain

resort members and directors

who work hard to grow our sport.

TO ADVERTISE CONTACT
AMY STEELE
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The NSAA membership comprises

326 mountain resorts that collectively host
more than 55 million skier and

snowboarder visits each year — 93 percent of skier/snowboarder visits nationwide.

The organization also has 43 international mountain resorts as members.

NSAA BOARD OF DIRECTORS 2013-2014

Mark Bee Doppelmayr
Arthur Berry Camelback, PA
Ted Blazer Whiteface, NY
Kris Blomback Pats Peak, NH

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Bob Wheaton Deer Valley, UT

Sponsorship of NSAA has its privileges....

ponsorship and advertising go hand in hand. Only sponsors of the NSAA National Convention are allowed to advertise in the NSAA Journal. The following are levels of sponsorship with corresponding ad pages and cost. (There are no additional charges for color.)

GOLD sponsorship: Six full-page ads: \$13,000 SILVER sponsorship: Four ½-page ads: \$9,000 BRONZE sponsorship: Three ½-page ads: \$5,000

The following are the additional benefits for all sponsors:

- 8x10′ complimentary exhibit space at the National Convention and one complimentary convention registration; or no exhibit booth and two complimentary registrations (\$1,600 value).
- Listing as a sponsor in the Convention Brochure.
- Listing as a sponsor on our web page with a hot link to yours.
- Listing as a sponsor in the Spring and Convention issues of the NSAA Journal.
- Listing in the exhibitor section of the onsite program.
- We will include one "Flyer" (provided by the sponsor) in each attendee convention bag, if you wish to promote a giveaway at your booth.
- Your company logo to display at your sponsored event.
- A marvelous sponsor ribbon to wear throughout the convention.



of the industry's who's who. If you are doing business in the mountain resort industry or would like to, the NSAA National Convention is the place to be (especially sporting a sponsor ribbon!). More than 800 NSAA members attend, representing about 150 ski areas and 100 supplier companies. (You must be a member of NSAA to attend.)

At the convention you will be inspired by industry experts and high profile keynote speakers. You'll also have the opportunity to submit a proposal for the incredibly popular event, the "Innovation Showcase," in which approximately 15 presenters are selected to present a three-minute elevator pitch about their product innovations. A select group of sponsors will also be invited to present an arrival day workshop, which is designed to educate ski area operators on a variety of topics and products. There will be numerous opportunities to meet and socialize with mountain resort decision-makers.

Each convention event or product is categorized as a sponsored event for your added opportunity. The Gold Sponsors typically sponsor events such as the general sessions, evening receptions, the golf tournament, T-shirts, etc. The Silver Sponsors choose either sessions, tradeshow receptions, or lunches; and the Bronze Sponsors are designated continental breakfasts or breaks. Companies who sponsor an event have right of first refusal for the following years. NSAA always welcomes new ideas for sponsorship events or products.

The dates and locations for the next two years are:

2014: Savannah, GA, April 30 – May 3 2015: San Francisco, CA, May 3 – 6

THE NSAA JOURNAL: THE RIGHT PEOPLE, THE RIGHT CHOICE

HE JOURNAL IS A

bi-monthly (six times a year) industry publication aimed at keeping members up to date and informed on the issues that matter most. With a circulation of more than 4,000, readers of the *Journal* represent all upper management of every department at ski areas. All mountain resorts can request as many



VINTER PARK RESORT/BRAD TORCHI

subscriptions as they wish at no charge; therefore, our circulation is the largest in the industry to mountain resort personnel.

The Journal is mailed to all NSAA member resorts nationwide. The following are the ski area personnel who receive the *Journal*:

- CEO, President, Owner
- CFO, Controller, Accounting Director, Finance Director, Information Systems Director
- COO, General Manager, Mountain Manager, VP and Director of Operations, Resort Planning and Development
- Rental Shop Director, Retail Shop Manager
- Risk Manager, Safety Manager
- Human Resource Director and Managers
- Sales, Marketing and PR Directors
- Vehicle Maintenance, Lift Operations, Snowmaking Managers
- Skier Services Directors, Racing Director, Snowsports School and Ski Patrol Directors



NSAA JOURNAL EDITORIAL CALENDAR

(topics and issues vary from year to year)

Convention—"National Convention Issue & Program Directory," including: Tradeshow Exhibitor Directory, Convention Agenda, Listing of Board of Directors, Committees, Session Descriptions, Speaker Bios, and more.

Summer—"Industry's Best," including: Annual Industry Award Winners, Convention Coverage, New Products, and more.

Fall—"Industry Demographics," including findings from NSAA's most recent National Demographic Study and other industry trends.

Early Winter—"On-Mountain Events and Operations" includes an on-the-ground look at operational trends at U.S. ski areas including new products, services, and more.

Winter—"The Winter Shows." The latest news on environmental stewardship in the industry, a preview of highlights from the latest NSAA Economic Analysis, and more.

Spring—"Eye on the Industry," including a detailed look at the Economic Analysis of U.S. Ski Areas, a review of Safety Week activities, and breaking news on NSAA's National Convention and Tradeshow.

IN EVERY ISSUE

Industry News—*Breaking news from around the industry.*

Features and Articles—Results from ongoing NSAA research, trends, points of view, and more.

Drifts—Association news, event updates, and more.

Headlines—Staff changes, capital improvements, and other news from resorts and suppliers nationwide.

New Members—Listing of all new supplier and mountain resort members.

Last Lift—Insightful articles from a variety of perspectives.

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NSAA Journal Advertising Closing Dates:

ISSUE	DEADLINE	MAILED	DISTRIBUTED
Convention	March 15	End of April	National Convention
Summer	May 15	June	Fall Education Series
Fall	August 1	September	Fall Education Series
Early Winter	October 1	November	
Winter	November 15	January	Winter Shows
Spring	January 15	March	

For NSAA Journal ad size specifications, please go to www.nsaa.org.

