

MONTREAL  
= 21 ▸ 24  
OCT  
IF 3 2020 CANADA



**audio-technica**

PRESENTS



PARTNER  
SHIP  
OPPORTU  
NITIES





---

## iF3 MONTREAL, SINCE '07

Since its beginnings in 2007, iF3 has been the ski industry's big, notoriously extravagant reunion where athletes, movie producers, media, brands and fans get together and celebrate our sport.

- + **Movie Awards**  
international reputation for excellence
- + **Unique activation opportunities**
- + **Full-house cinemas**
- + **Bumping parties**

Now the 13<sup>th</sup> edition of the festival! Presence of amateur and professional athletes/film producers. 4 evenings of various movie premiere presentations and unique networking/gathering opportunities with industry leaders.

50/50 snowboard and ski movies, awards and industry partners. Snow and Winter fanatics look forward to get together in Montreal to celebrate the best of the best of the last season.

# RESERVE YOUR IF3 CORPORATE VIP BOX



Meet and greet with athletes/  
producers and party!!



See all the top movies



Take part in the  
iF3 Movie Awards

**RESERVE NOW**



That's right! Sit yourself on a QUAD CHAIR on the edge of the "pool" with your best ski buddies and watch all the TOP ski & snowboard movies of the year with no one in front of you! Sound's great? Wait, there is more... It includes:

**2 banner spots, 2'x4' (Front and back of your VIP BOX)**

**1 case of 24 Boréale beers per night. A total of 4 VIPs all access gold passes giving you access to all iF3 Montreal activities side by side with athletes and producers all 4 days/nights.**

**"Live" presentation of one of the ski or snowboard 2020 award on stage**

**Meet & greet with athletes/producers and a ton of visibility for your brand/company.**

\*A Very limited amount of VIP boxes are available. Reserve ASAP\*

**All this for only — \$2,250**



---

## BAIN MATHIEU

# ONE VENUE FOR FRIDAY NIGHT AND SATURDAY ALL DAY! “ALL AGES” PRESENTATIONS, IF3 MOVIE AWARDS CEREMONIES AND MUCH MORE...

Step back to the year 1930 in this historic, renovated “public bath” building. Montreal’s “Bain Mathieu” has been carefully selected to host the iF3 raging partys and late evening gatherings of the 2019 edition. It is within this unique building/setting that iF3 will show a few selected ski and snowboard movies and then dropping the curtains on the well known “EPIC” partys & live music. The 2020 iF3 movie Awards will also take place within these walls. A perfect setting for the iF3 core community of fans, producers, athletes and industry contributors to gather.

[bainmathieu.ca](http://bainmathieu.ca)



---

## TRH BAR - MONTREAL

# UNPRETENTIOUS PUNK-ROCK WATERING HOLE WITH MUSIC EVENTS, A DANCE FLOOR, TERRASSE & AN INDOOR SKATE BOWL

F3 takes over with the 2020 LAUNCH party on Thursday Oct 22nd! Presenting ski and snowboard urban movie premieres and hosting a VIPs/Partners "meet & greet" with athletes, producers and media of the industry in the private loft with big screen and skate ramp.

[facebook.com/TrhBar](https://facebook.com/TrhBar)

---

## OUR AUDIENCE

**REACHING PASSIONATE SKIERS  
AND SNOWBOARDERS DIRECTLY.  
OUR FANS & FOLLOWERS ARE  
POTENTIAL CLIENTS FOR YOU!  
THEY ALL HAVE ONE THING IN  
COMMON...**

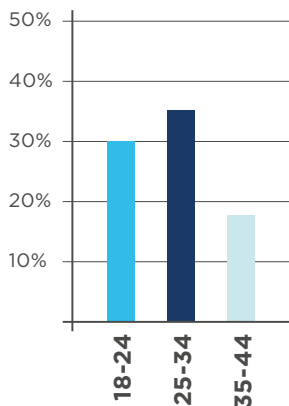
**THEY LOVE WINTER AND SNOW!**

*Based on 2020 iF3's social media data  
(Facebook, Instagram, Twitter)*

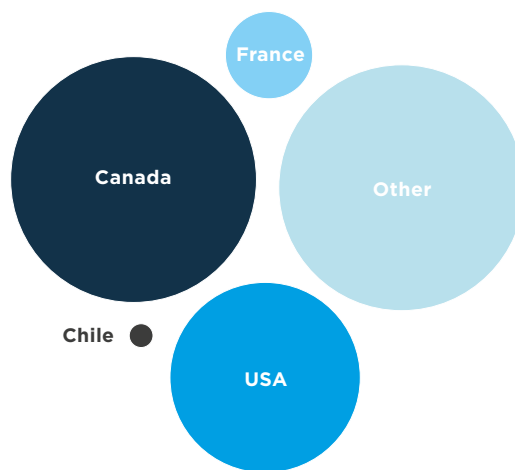
### GENDER



### AGE GROUPS



### COUNTRY



---

## NEWSLETTER & SOCIAL MEDIA

- f 25,600+ LIKES**
- t 14,800+ FOLLOWERS**
- ig 5,700+ FOLLOWERS**
- ✉ 5,000+ SUBSCRIBERS**

---

# SPONSORSHIP LEVELS



(EXAMPLE)

---

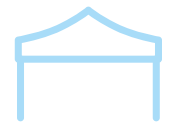
## OTHER ACTIVATIONS AVAILABLE FOR SPONSORS

From \$1,000 to \$5,000



---

## GET INVOLVED



### BRAND / MARKETING BOOTHS

#### 4 X 8 TABLE (INSIDE)

**Oct 21:** Chalet Orage iF3 All Girls  
— \$100 + product

**Oct 22:** TRH Bar iF3 Launch party  
— \$150 + product

**Oct 23, 24:** Bain Mathieu iF3 MTL screenings, party and movie awards  
— \$350 per day/night  
— \$600 both days/nights

#### CORPORATE VIP BOX - BAIN MATHIEU

4 nights + VIP access for all iF3 MTL activities  
— \$2,250

---

## BOOST YOUR PRESENCE



### VIDEO ADS

**A minimum of 15 occasions between ski and snowboard movie presentations in 2 cinemas at Bain Mathieu.**

**15 seconds ads** — \$750

**30 seconds ads** — \$1,000

INFORMATION  
CHART

	iF3 Presenting partner (All Events - 12 months)	iF3 Co-presenting partner (MTL + Quebec)	Partners (MTL only)	iF3 Collab (MTL only)**
	\$25,000 + Product	\$15,000 + Product	\$5,000 + Product	\$1,000-5,000 + Product
BRAND POSITIONING				
iF3 CANADIAN TOUR TITLE SPONSOR	X			
PRESENTING position for All iF3 Canadian stops	X			
CO-PRESENTING position for iF3 Montreal + Quebec		X		
iF3 Movie Awards TITLE SPONSOR	X	X		
RIGHTS				
Exclusivity in (1) product category*	X*	X*		
Logo positioning on stages All locations	X	X		
Present (1) iF3 Movie Award + prizing	X	X	X	
Official exclusive iF3 merchandise	X			
Official Collab iF3 Merchandise	X			
iF3 Launch Party TITLE SPONSOR	X			
iF3 Themed Partys PRESENTING SPONSOR	X			
iF3 Themed Partys CO-PRESENTING SPONSOR		X		
Logo positioning in iF3 ads and trailer	X	X		
Product sampling	X	X	X	
MEDIA				
Social media tags and mentions on all posts related to iF3 events	X			
Social media tags and mentions on all posts related to iF3 Montreal + Quebec	X	X		
Pre-roll ads (On site and webcast)	30 sec	15 sec		
Hierarchical logo positioning on poster & ads	X	X	X	
Social media campaign/contest	X			
Social media push	X	X		
Logo/link on all pages of the iF3 website	X	X	X	
Logo/link on Partners page of the iF3 website	X	X	X	
ACTIVATIONS				
On site contest	X			
On-site booth or other physical branding at all locations	X			
On-site booth or other physical branding at Montreal + Quebec	X	X		
Signature on site activation TBD	X	X		
HOSTING & PRIVILEGES				
(1) Room for 2, 3 nights at iF3’s official hotel	X			
VIP CORPORATE BOX at iF3 MTL 2019	X	X		
All Access sponsor VIP passes	8	4	2	
iF3 Movie Awards tickets	10	4	2	
Movie presentation tickets package	20	4		
All Partys tickets	10	2		
Discount on extra movie presentation or party tickets	25%	15%		

\* Product Exclusivity is to be discussed and will be granted on “CASH” partnerships only

\*\* iF3 Collabs are discussed on a case by case basis pending the amount of the investment provided and mkt/sales goals of the partner



## CONTACT US

**LUC SKYPOWDER**

President & ski division director  
skypowder@if3festival.com

**JEREMY CLOUTIER**

Snowboard Division Director  
jere@if3festival.com

**JEFF SCHMUCK**

Movie Awards Director  
jeff@if3festival.com

**CAMILLE MARTIN**

Communications Manager  
communications@if3festival.com

**AUDRÉANE BÉLAND CÔTÉ**

Brand ambassador & volunteer manager  
audreane@if3festival.com

**KAROLANE SIGOUIN**

Graphic Designer