



15TH
ANNIVERSARY



TEAM UP
WITH US!

TAKE PART IN iF3'S HISTORY!

2007

Felix Rioux, JF Durocher and Doug Bishop launch the International Freeski Film Festival (iF3) in Montreal, Quebec, Canada, with a weekend's worth of ski movie premieres at Cinéma Impérial and the infamous Newschoolers Awards at Club Soda.

2008

As an impressive gathering of some of the top names in the sport of freeskiing look on, members of The New Canadian Air Force (Mike Douglas, JP Auclair, JF Cusson and Vincent Dorion) reunite for the first time in years to present the award for Film of the Year to Poor Boyz Productions' Reasons.

2009

The world premiere of Level 1 Productions' — Refresh stuns the capacity crowd in attendance at Cinéma Impérial thanks to surprise narration by ski filmmaking legend Warren Miller, which is followed by a party celebrating the 10-year anniversary of Newschoolers.

2010

Tanner Hall unveils his hard-hitting documentary, Like a Lion—which chronicles his struggles with injuries, substance abuse and the death of his best friend CR Johnson—and caps the premiere off with a party that features a live performance from world-renowned reggae artist Cali P.

2011

After its successful first edition, in addition to the flagship event in Montreal, iF3 Europe takes place for the second year in a row Annecy, France, where half of the iF3 Awards are bestowed, and over the years continues to expand to locations including Whistler, Santiago, Innsbruck, Tokyo, London, Amsterdam and more as part of the iF3 World Tour.

2012

Eight months after her tragic and untimely passing, the most decorated female freeskier in history and inspiration to countless skiers all over the world, Sarah Burke, is posthumously awarded the first iF3 Ski Icon Award, which her father Gord accepts on her behalf.

2013

Sherpas Cinema forever changes ski filmmaking with the release of its critically acclaimed visual masterpiece, *Into The Mind*, which cleans up at the iF3 Awards by winning Film of the Year, Best Cinematography, Best Editing and Best Big Mountain Movie.

2014

The Godfather of Freeskiing, Mike Douglas, is awarded the iF3 Ski Icon Award as a surprise in tribute to all that he's accomplished and pioneered for the sport, including the conception and development of the first mass-produced twin-tip ski, the Salomon Teneighty.

2015

Quebec-based freeskier JF Houle releases a documentary on his career, *Houligan: A Ski Story*, that brings down the house in Montreal, and sees him take home the awards for Jury's Pick, Best Urban Movie and Best Male Street Segment.

2016

Felix Rioux, the co-founder of iF3, puts the event on hiatus for the year before selling the festival to its current owner and president, Luc Skypowder.

2017

With Skypowder at the helm, the iF3 Festival returns to Montreal at a new venue, Hangar 16 in Montreal's Old Port, and for the first time, incorporates snowboard films into the screenings and iF3 Awards.

2018

iF3 pulls double-duty at two separate locations in Montreal, The TAZ Skatepark and *Bain Mathieu*, where Sam Kuch wins Discovery of the Year at the iF3 Awards, which helps catapult him to freeskiing superstardom.

2019

After 20 years of producing groundbreaking ski movies, Level 1 Productions premieres their final chapter of annual feature-length films, *Romance*, which ultimately ends up winning Film of the Year at the iF3 Awards.

2020

As a result of the COVID-19 global pandemic, iF3 hosts an all-virtual festival, with free online premieres of skiing and snowboarding's best films alongside interviews with the sports' top filmmakers and athletes.

2021

The iF3 Festival returns to in-person events with simultaneous movie premieres in Montreal and Whistler alongside daily online shows and the iF3 Awards being hosted in Whistler, where local favourites Blank Collective Films win Film of the Year for the first time.

THROWBACK

15TH iF3 ANNIVERSARY

2022
CANADA

iF3 WHISTLER —
OCT 19 ▶ 22

2022
EUROPE

iF3 MONTREAL —
OCT 28 ▶ 29

iF3 TORONTO —
NOV 4 ▶ 5

2022
FRANCE

iF3 TROIS-RIVIÈRES —
NOV 19

2022
FRANCE

iF3 SWITZERLAND —
NOV DATES TBD

iF3 CHAMONIX —
DEC 1 ▶ 3

iF3 WHISTLER — OCT 19 ▶ 22

*iF3 Movie Awards on Saturday October 22nd

4 days of movie premieres screenings and celebrations crowned by the 15th annual iF3 Movie Awards gala on Saturday in the middle of the iconic mountain village of Whistler/Blackcomb. In person and online. iF3 will continue with its hybrid format to ensure all fans of Winter have access to the best images produced yearly.

iF3 MONTREAL — OCT 28 ▶ 29

iF3's 15th anniversary would not be complete without events taking place where it all started in 2007! Don't miss out on award winning movie premieres followed by celebrations with everyone involved since 2007. This legendary event will mark the beginning of the next 15 years !

iF3 TORONTO — NOV 4 ▶ 5

For the first time in its history, iF3 will bring the best images of the year to Toronto, On, Canada. Supported for the past two years by the Canadian Premium Beer, Steam Whistle Brewing, we've been invited into the heart of Toronto for two epic evenings of screenings and celebration !

iF3 TROIS-RIVIÈRES — NOV 19

A full day dedicated to the origin of iF3, urban skiing & snowboarding in partnership with Adrenaline Urbaine.

adrenalineurbaine.ca

iF3 SWITZERLAND — NOV DATES TBD

The final stop ! *Want in ? Ask us for the iF3 Switzerland partnership opportunities pkg.*

iF3 CHAMONIX — DEC 1 ▶ 3

iF3's settlement in Chamonix in 2021 marks the beginning of a new era for the brand, defined by alpinism, mountaineering, women empowerment and ecology. *Want in ? Ask us for the iF3 Chamonix partnership opportunities pkg.*



WANT TO SUPPORT WINTER SPORTS VIDEO PRODUCTION ON A LOCAL LEVEL?

SEARCH, RECOGNIZE AND CELEBRATE!

iF3 searches, recognizes and rewards the best of what the freesports communities and spirit have to offer. This includes ski, freeski, snowboard, freeride and mountain biking disciplines. We produce innovative and entertaining events and media that unite sport with culture, for both a local and international audience.

WHAT IS THE iF3 VIDEOQUEST CONTEST?

A contest which aims at supporting the LOCAL AMATEUR video/film producers and athletes of the ski, snowboard and all related sports categories. Participants that will create an edit of their season with superb images as well as an original storyline stand a chance to win the big prize and to be VIPs guests of the 2023 iF3 FESTIVAL!



CONTEST RULES

- + Participants agree to let iF3 exclusively release the video online via its network;
- + Participants are then encouraged to share the video extensively via their own channel tagging the sponsors of the contest;
- + Edits must not exceed **60 seconds**;
- + Participants must have music rights on all songs in their edit;
- + All footage must be **shot during the 2022-2023** season;
- + Edits cannot contain any violence or vulgar/ degrading content;
- + Edits cannot contain any non-iF3 Videoquest partners logos;
- + Participants must register before submitting their project;
- + Videos must be readable in **Quicktime**, at **1080p** minimum, and compressed using **H.264**;
- + The winners will be selected by a panel of iF3 judges and announced via all iF3 channels after the screening event to take place in March 2023 at the iF3 Base Camp. Date and place to be announced;
- + The participants must be a **Canadian resident** with a permanent address in Canada.



PRIZING FOR TOP 3 VIDEOS

The more sponsors participate the higher the \$\$ and swag to the winners.

SPONSOR VISIBILITY

The contest will be added to the iF3 Videoquest website:

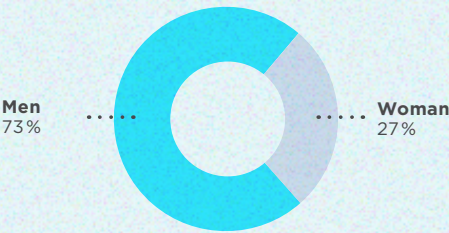
videoquest.tv

and via iF3 social media pages

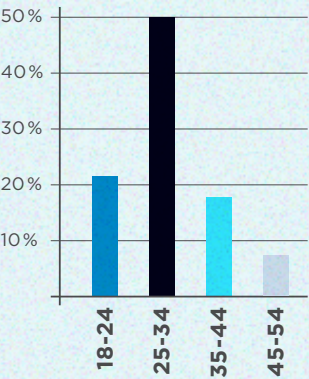
- + All SPONSOR logos and links will be visible on the contest page & visuals created;
- + The contest will be announced and diffused via a slide on all Canadian stops including all SPONSOR logos;
- + Season long posts/hashtags/mentions and reminders will be scheduled from October to the end of the contest February 28th on all iF3 social media platforms. Sponsor and contest partners will be on all mentions related to the contest;
- + The Sponsors of the contest agree to advertise the contest in a physical location on their premise via a poster provided by iF3 Festival from December 15th, 2022 to February 28th, 2023.

OUR AUDIENCE WHO ARE THEY?

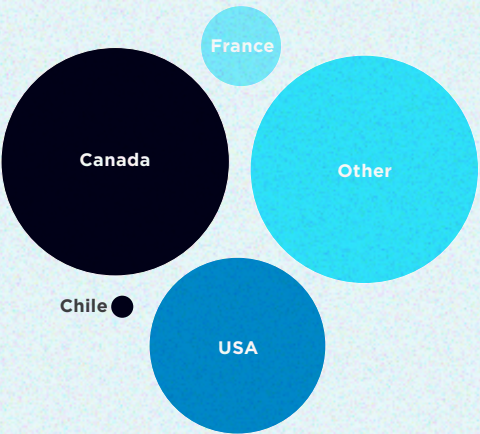
GENDER



AGE GROUPS



COUNTRIES



Based on 2021-2022 iF3 data (Facebook, Instagram, Twitter, Youtube, website)

NEWSLETTER & SOCIAL MEDIA

f 25,600+ FOLLOWERS

t 13,600+ FOLLOWERS

ig 6,800+ FOLLOWERS

e 5,000+ SUBSCRIBERS

PARTNERSHIP
FORM

PARTNER NAME

BUSINESS ADDRESS

PARTNERSHIP CHOICE(S)

| | |
|---|---|
| <p>Presenting partner</p> <p>\$25,000 + products</p> <hr/> | <p>Collaborator:</p> <p>iF3 Whistler only: \$1,500</p> <p>iF3 Montreal only: \$1,500</p> <p>iF3 Toronto only: \$1,000</p> <p>iF3 Trois-Rivière only: \$500</p> <hr/> |
| <p>Co-presenting partner</p> <p>\$15,000 + products</p> <hr/> | |
| <p>Partner:</p> <p>All stops: \$5,000 + products</p> <p>iF3 Whistler only: \$2,500</p> <p>iF3 Montreal only: \$2,500</p> <p>iF3 Toronto only: \$1,500</p> <p>iF3 Trois-Rivière only: \$1,000</p> | <p>iF3 Videoquest 2023: \$500 + \$500 in prizes</p> <hr/> |
| <p>TOTAL \$</p> | |

Notes

INFORMATION
CHART

| | Presenting partner All Canada events + broadcasts (12 months) | Co-presenting partner All Canada events + broadcasts | Partners Canada broadcast + some events or parties | Collaborators Some events or parties ** | Sponsors of iF3 Videoquest Canada 2023 |
|--|---|---|--|--|--|
| | \$25,000 + Product | \$15,000 + Product | \$5,000 + Product | \$1,000 to \$5,000 + Product | \$500 cash + \$500 in prize value |

| BRAND POSITIONING | | | | | |
|---|---|---|----------|--|--|
| iF3 PRESENTING SPONSOR for iF3 Canada Oct 19 th to 22 nd , 2022 TV BROADCAST (EST and PST) | X | | | | |
| PRESENTING position for All iF3 Canadian events (Whistler Oct 19 th to 22 nd , Montreal Oct 28 th -29 th , Toronto Nov 4 th -5 th and Trois-Rivières Nov 19 th) | X | | | | |
| CO-PRESENTING SPONSOR for iF3 Canada Oct 19 th to 22 nd , 2022 TV BROADCAST (EST and PST) | | X | | | |
| CO-PRESENTING position for All iF3 Canadian events (Whistler Oct 19 th to 22 nd , Montreal Oct 28 th -29 th , Toronto Nov 4 th -5 th and Trois-Rivières Nov 19 th) | | X | | | |
| iF3 Movie Awards TITLE SPONSOR | X | X | Optional | | |
| iF3 15 th anniversary party's (Whistler Oct 21 st , Montreal Oct 28 th or 29 th and Toronto November 4 th or 5 th) | X | X | Optional | | |

| RIGHTS | | | | | |
|--|----|----|-----------------|----------------|--|
| Exclusivity in (1) product category* | X* | X* | | | |
| Logo positioning on ALL TV BACKGROUNDS | X | X | in 2 broadcasts | In 1 broadcast | |
| Present (1) iF3 Movie Award + prizing | X | X | X | | |
| Optional LINK and Visibility via the iF3 WEBSTORE (+ Commission on direct sales) | X | X | Optional | | |
| Official Collab on iF3 Merchandise (If produced) | X | | | | |
| Studio Background and official iF3 staff clothing/equipment (If produced) | X | X | in 2 broadcasts | In 1 broadcast | |
| Logo positioning in iF3 2022 ads and trailer | X | X | Optional | | |
| Partner or Collab position for some iF3 Canadian events (Whistler Oct 19 th to 22 nd , Montreal Oct 28 th -29 th , Toronto Nov 4 th -5 th & Trois-Rivières Nov 19 th) | | | in 2 events | In 1 event | |
| Product sampling / onsite activation | X | X | X | X | |

| MEDIA | | | | | |
|---|---------|---------|------------------------------------|----------------------------------|--|
| Social media tags and mentions on all posts related to iF3 Broadcast in Canada EST and PST | X | X | in 2 broadcasts | In 1 broadcast | |
| Social media tags and mentions on all posts related to iF3 physical events | X | X | in 2 events | in 1 event | |
| Pre-roll ads (Broadcast + Events) | 30 sec. | 15 sec. | 15 sec. in 2 broadcasts / 2 events | 15 sec. in 1 broadcast / 1 event | |
| Hierarchical logo positioning on poster and ads | X | X | X | | |
| Social media campaign/contest | X | X | | X | |
| Social media push | X | X | | X | |
| Logo/link on all pages of the iF3 website | X | X | | | |
| Logo/link on Partners page of the iF3 website | X | X | X | X | |
| Logo on the iF3 2022 offfical program (iF3 Whistler only) | X | X | X | X | |

| OFFICIAL iF3 2022 TV BROADCAST (BACKGROUND) | | | | | |
|---|---|---|-----------------|----------------|--|
| iF3 Live from Whistler October 20 th (Producer and athletes interviewed in front of a "live" crowd) | X | X | in 2 broadcasts | In 1 broadcast | |
| iF3 Live from Whistler October 21 st (Producer and athletes interviewed in front of a "live" crowd) | X | X | in 2 broadcasts | In 1 broadcast | |
| iF3 Movie Awards 2022 Live from Whistler (October 22 nd) | X | X | in 2 broadcasts | In 1 broadcast | |
| iF3 2022 official selection Ski And Snowboard movies on demand from October 19 th to 22 nd | X | X | | | |
| iF3 Movie premieres colaborations (Potential "exclusive" collaborations with certain Ski and Snowboard Movie production releasing prior or after iF3 2022) | X | X | Optional | | |

| iF3 VIDEOQUEST 2022 CONTEST HOSTS | | | | | |
|---|--|--|--|--|---|
| Logo/link on the contest website videoquest.tv | | | | | X |
| iF3 network social media push from December 2022 to February 2023 | | | | | X |
| Pre-roll ads about the contest (On site and Broadcast) during and at all iF3 Canada tour stops | | | | | X |
| Poster on the premise of every participating sponsor supporting the contest | | | | | X |
| Visibility on social posts and onsite for the conclusion event of the contest which will take place in at the iF3 Base Camp. | | | | | X |

| HOSTING & PRIVILEGES | | | | | |
|---|---|---|-----|-----|-----|
| All Access sponsor VIP passes studio + events (if possible) | 4 | 2 | TBD | TBD | TBD |

* Product exclusivity is to be discussed and will be granted on **paid in kind 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

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