



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**
- + **Live event and parties**
- + **Freebies**
- + **Local community meet-up**
to have fun (and drink some beers!)
- + **A place to get stoked for the season**
- + **Access to the athletes and producers**



WHAT ABOUT NOW?

THIS YEAR, WE WILL BE SPREADING VIEWERSHIP BY COMMITTING TO A LIVE VIRTUAL FESTIVAL

A fresh new perspective on how to promote films, athletes and the ski & snowboard industry by delivering live stream content to a broader audience, while keeping the local and exclusive feel of iF3.

- + **A live stream injected with reactions and energy from the industry**
- + **Multiple location gatherings (where permitted):** drive-in theaters, home viewing parties, shops, get-togethers, etc.
- + **Series of events, highly focused on local viewing party check-ins**
- + **An approachable conversation between the producers and the community**



A BRAND NEW PERSPECTIVE

iF3 FESTIVAL HAS DECIDED TO BROADCAST THEIR ANNUAL RENDEZVOUS LIVE FROM THEIR STUDIO/PRIVATE CHANNEL IN MONTREAL, QUEBEC BETWEEN OCTOBER 21ST TO 24TH 2020.

iF3 media partners will be able to broadcast live from the same private channel. iF3 fans and followers around the world will be able to interact live with their community virtually while watching the live broadcast.

A full program will be released via all iF3 platforms early October with days and times that each officially selected movie will be presented via the iF3 channel.

There is still a possibility that physical gatherings will be allowed, and if that is the case, several options will be planned according to the local government's rules and regulations.



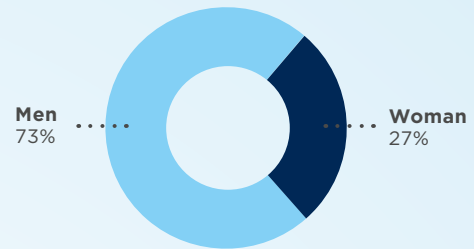
WHO ARE THEY?

Reaching passionate skiers and snowboarders directly. Our fans & followers are potential clients for you! They all have one thing in common...

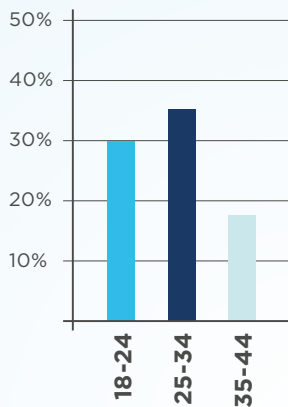
THEY LOVE WINTER AND SNOW!

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

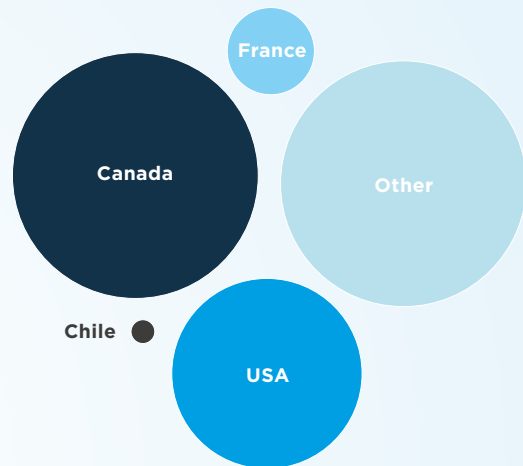
GENDER



AGE GROUPS



COUNTRY



NEWSLETTER
& SOCIAL
MEDIA

- 25,600+** LIKES
- 14,800+** FOLLOWERS
- 5,700+** FOLLOWERS
- 5,000+** SUBSCRIBERS

BE IN THE FIRST ROW



Presenting partners
— \$25,000

Co-presenting partners
— \$15,000

(example)

OTHER ACTIVATIONS AVAILABLE FOR SPONSORS

— \$1,000 to \$5,000

BOOST YOUR PRESENCE

LOGO POSITIONING

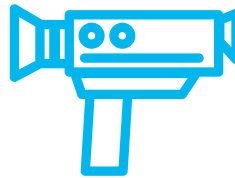
- TV Backgrounds
- Studio Background and official iF3 staff clothing/equipment (ex.)

VIDEO ADS

- 15 seconds ads

AND MUCH MORE!

See the table on next page for partnerships options and cost related



INFORMATION CHART

	Presenting partner (All Events + Broadcasts) - 12 months - \$25,000 + Product	Co-presenting partner (Montreal Broadcasts) \$15,000 + Product	Partner (Montreal Broadcasts) \$5,000 + Product	Collab (Montreal Broadcasts)** \$1,000-5,000 + Product
BRAND POSITIONING				
iF3 PRESENTING SPONSOR Oct. 21 to 24, 2020 TV BROADCAST	X			
PRESENTING position for ALL iF3 Canadian stops (If possible)	X			
CO-PRESENTING position for iF3 Montreal Oct. 21 to 24 TV BROADCAST		X		
iF3 Movie Awards TITLE SPONSOR	X	X		
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			
iF3 TITLE SPONSOR visibility on all iF3 events with possible physical presence	X	X		
iF3 CO-PRESENTING SPONSOR visibility on all iF3 events with possible physical presence	X	X		
Studio Background and official iF3 staff clothing/equipment	X	X	in 2 broadcasts	In 1 broadcast
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 Broadcast + Canadian events	X			
Social media tags and mentions on all posts related to iF3 Broadcast + Montreal events	X	X		
Pre-roll ads (On site and Broadcast)	30 sec	15 sec	15 sec in 2 broadcasts	15 sec in 1 broadcast
Hierarchical logo positioning on poster & ads	X	X	X	
Social media campaign/contest	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	
Logo on the iF3 2020 official BROADCAST program	X	X	X	
OFFICIAL iF3 2020 TV BROADCAST (BACKGROUND)				
iF3 All Girls *Best ski and snowboard all girls movies of 2020 + Athletes/producers interview (October 21)	X	X	Choose 2	Choose 1
iF3 2020 SKI and SNOWBOARD URBAN movies *Best ski and snowboard urban movies + Athletes/Producers interview (Oct. 22)	X	X	Choose 2	Choose 1
iF3 2020 SKI and SNOWBOARD BIG MOUNTAIN movies *Best ski and snowboard urban movies + Athletes/Producers interview (Oct. 23)	X	X	Choose 2	Choose 1
iF3 2020 Official Selection SKI and SNOWBOARD movies streaming back to back from 10 a.m. to 4 p.m. (Oct. 24)	X	X	Choose 2	Choose 1
iF3 2020 SKI and SNOWBOARD WINNING movies *The SKI / SNOWBOARD and OPEN movie of the year + Athletes/Producers interview (Oct. 24)	X	X	Choose 2	Choose 1
iF3 MOVIE AWARDS 2020 (Oct. 24)	X	X	Choose 2	Choose 1
iF3 Movie premieres collaborations (Potential "exclusive" collaborations with certain Ski and Snowboard Movie production releasing prior to Oct. 21)	X	X		
iF3 VIDEOQUEST 2021 CONTEST HOSTS (See separate partnership program)				
All Access sponsor VIP passes iF3 studio + events (If possible)				2
Logo/link on Partners page of the iF3 website and Videoquest.tv website				X
Social media push				X
Pre-roll ads (On site and Broadcast)				X
HOSTING & PRIVILEGES				
All Access sponsor VIP passes studio + events (If possible)	4	2		

* 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

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