



WHISTLER
CANADA



PARTNERSHIP OPPORTUNITIES





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
- + **Pop-up brand villages**
- + **Full-house cinemas**
- + **Bumping parties**

The 10th edition of the festival was noticed by all as the return to BALANCE

50/50 snowboard & ski movies, awards and industry partners. Side by side we continue in 2018 for the 11th edition. All snow & winter fanatics are looking forward to gather at the same venue in Montreal, celebrating the best "SHOTS" of the last season.

This will be followed by a world tour with a stop in Whistler, BC November 9th & 10th, 2018.



THE LONGHORN

Located just steps from Whistler Mountain it is an easy transition from skis, snowboards, bikes or boards to beer! With 27 screens inside and outside, everyone is sure to see every film presented over the weekend from their favorite seat. It is within this unique 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 call for an awesome 2019 Winter season will have been made. A perfect setting for the iF3 core community of fans, producers, athletes and industry contributors to gather.

**THE LONGHORN HAS
BEEN THE PLACE TO
APRÈS SINCE OPENING
DAY IN 1981.**

gibbonswhistler.com/longhorn-saloon-grill



SPORTS CONSUMER SHOW



Engage with people



Create experiences



Sell products

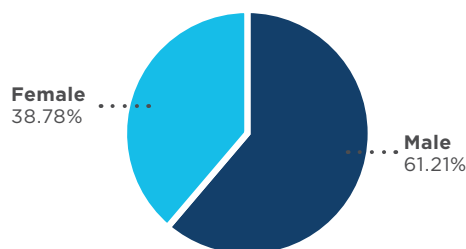


THERE IS A FEW OPPORTUNITIES
TO PLACE AN OUTSIDE 10 X10
PRESENCE. GIVE US A SHOUT
TO SEE IF WE CAN FIT YOUR
BRAND IN THIS SETTING
FOR THE WEEKEND.

OUR AUDIENCE

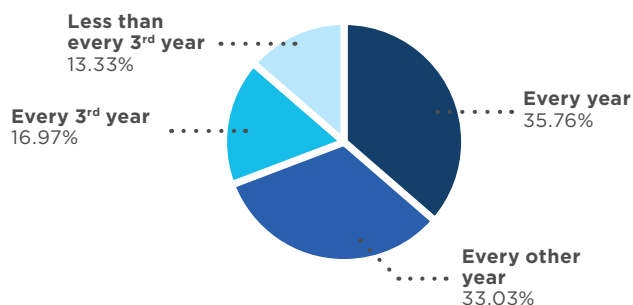
Festival attendees are a distinct group of enthusiasts who invest in their passions.

GENDER

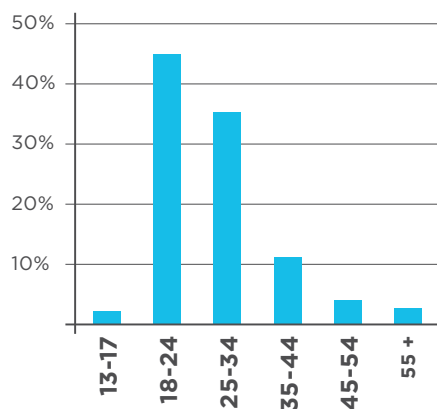


HOW OFTEN THEY RENEW THEIR SKI EQUIPMENT

(2015 survey)

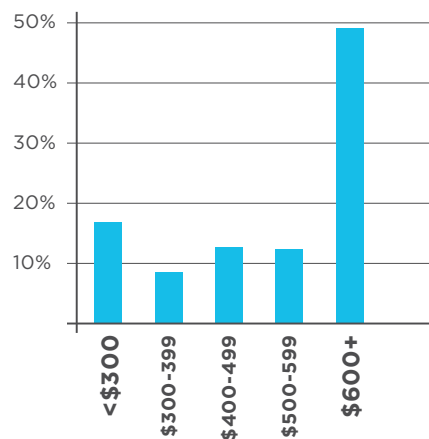


AGE GROUPS







AMOUNT SPENT PER YEAR ON SKIING

(2015 survey)



NEWSLETTER & SOCIAL MEDIA

-  **25 500+** LIKES
-  **16 000+** FOLLOWERS
-  **5 100+** FOLLOWERS
-  **4 000+** SUBSCRIBERS

SPONSORSHIP LEVELS

(EXAMPLE POSTER)



OTHER ACTIVATIONS AVAILABLE FOR SPONSORS

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

GET INVOLVED

BRAND / MARKETING BOOTHS (10 X 10)

BOTH DAYS — \$1,000

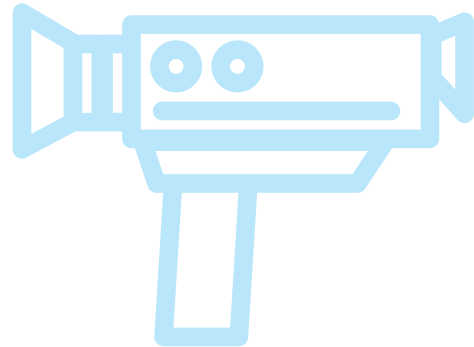
1 DAY — \$750



VIDEO ADS

A minimum of 15 occasions between ski & snowboard movie presentations on 27 screens.

15 SECONDS ADS — \$750



WHISTLER'S INFORMATION CHART

iF3 GOLD
\$5,000 + product

iF3 SILVER
\$2,500 + product

BRAND POSITIONING

PRESENTING position for iF3 Whistler



CO-PRESENTING position for iF3 Whistler



RIGHTS

Exclusivity in (1) product category*



Logo positioning on all screens and inside/outside



iF3 Theme partys "Après-Ski" PRESENTING sponsor



Logo positioning in iF3 ads and trailer



Product Sampling



MEDIA

Social media tags and mentions on all posts related to iF3 Whistler



Pre-roll 15 sec ads onsite and via social media



Hierarchical logo positioning on poster & ads



ACTIVATIONS

Onsite booth or other physical branding



Signature on site activation TBD



Onsite/online contest



HOSTING & PRIVILEGES

ALL access SPONSOR VIP PASSES & FOOD/BEVERAGES during iF3

4

2

ALL "Après-Ski" Partys

4

2

* Product Exclusivity is to be discussed and will be granted on "CASH" partnerships only

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

iF3 PARTNER
\$1,000 + product

iF3 OTHER
\$750 or less
+ product**



CONTACT US

LUC SKYPOWDER

President & ski division director
skypowder@if3festival.com

DAVID ZORKO

Ski advisor & ambassador
david@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

MARION GAYON

Brands/partners Ambassador
marion@if3festival.com