



Give your brand a *powerful* lift.

The Network

Looking to connect with active, affluent, and highly loyal winter sports enthusiasts in experiential critical mass? In partnership with Keeplan Experiential, we are thrilled to bring you our **Ski Resort Network™**, the largest winter resort integrated marketing network, with 70 ski resort destinations nationwide. Give us your objectives, and we'll put together a *powerful* solution to get your product in the hands of loyal skiers and snowboarders, from resort lodge check-in or in-room sample distribution to a full integrated media and digital campaign where you can share you brand narrative at the base, on the slopes, or après ski.



Demographics & Lifestyle

- Upscale households: average HH income: \$114,000
- Millennials / Gen Y / Gen X; Median Age: 35
- Families skew heavily in many resorts (varies by resort)
- Active in a wide variety of non-winter sports



Locations/Reach

- **Resorts:** 70 with mountain media, plus 20 bus transit media mountains
- **Season:** 130 days resort average (Nov – April, varies by resort)
- **Attendance:** 13.2 million (mountain) / 13.3 million (bus transit)



Signage and Research

- Counter tent cards to encourage skiers to try your sample and tell brand narrative
- Optional dedicated consumer core and conversion dual research (recommended)
- Optional counter easel card with tear pad or QR code for survey

Mountain Media

- Be a part of every run with tower billboard, tower wrap, safety bar, lift line, and ski rack ads
- CPM averages \$4/M

Product Sampling

- Up to 500,000 samples per month
- Sample at lodge check-in
- Sampling slopeside, mountain base, and locations outside of lodges custom quoted

Investment

See sampling and media pages.

70 resorts with media.
 20 additional resorts with transit capabilities.
 29M+ total media Impressions to support your experiential trial.
 CPM: under \$4



v.2024.1.0

For more information contact Brian Sockin | (919) 303-3223 x 402 | fax: (919) 303-3225 | bsockin@cooptions.com



www.SamplingStore.com





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Product Sampling Options

Mountain Lodging



Mountain Base & Slopeside



Sample Ski Patrol



Investment

Sample Volume	Cost/Unit*
50,000 – 75,000 samples	36¢ / sample
75,001 – 100,000 samples	28¢ / sample
100,001 – 200,000 samples	24¢ / sample
200,001 – 300,000 samples	22¢ / sample
Above 300,000 samples	20¢ / sample

* Staging & shipping quoted based on sample and case specs. Research signage and depth consumer opt-in research optional. Size and weight may affect pricing, shipping & storage costs.

On-Mountain Media

LIFT LINE Ads



SKI RACK Ads



TOWER Ads – Billboard



TOWER Ads – Wraps



Investment

Media Vehicles	Media CPM	Production	Specs	Impressions
Lift Line Ads	\$2.25 CPM	\$ 95/unit	24' x 48'	48.9 million
Ski/Snowboard Rack Ads	\$2.02 CPM	\$ 75/unit	9.5" x 40'	46.1 million
Chairlift Tower Ads (Top)	\$4.28 CPM	\$ 95/unit	24" x 48"	60.7 million
Chairlift Tower Ads (Wraps)	\$4.62 CPM	\$ 120/unit	custom	60.7 million
Bus Transit Ads	\$1.84 CPM	\$ 15/unit	11" x 22"	13.3 million
All media	\$4.21 CPM	varies	varies	118.9 million

* Rates for individual brand media vehicle buys (additional inventory is available and optimal packages based on brand objectives will be provided upon brand request).

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Program Execution Examples

ASK FOR YOUR FREE SAMPLE

GEVALIA
KAFFE

Cafe quality Pour Over coffee right at home or on-the-go!

PLEASE TAKE ONE
Tell Us What You Think and Get Rewarded!

Be one of the first 100 people to fully complete our secure, online survey and we'll send you a \$10 Amazon eGift card! ‡

To participate, visit: GevaliaSurvey.com

For a delicious warm-up before and après ski

- Made from 100% Arabica Beans sourced exclusively from Costa Rica
- Medium-bodied, dark roast
- Rich, never bitter taste

1 You must be 18 years or older, a U.S. Citizen, and have received a "valid" eGift Card at time sample to participate. One survey per household. Survey may be "Captive" (No Internet Network). Visit GevaliaSurvey.com for more information.

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ASK FOR YOUR FREE SAMPLE

48H PROTECTION THAT GOES ON INSTANTLY DRY

ON & OFF THE SLOPES

PLEASE TAKE ONE
Tell Us What You Think and Get Rewarded!

Be one of the first 400 people to fully complete our online survey and we'll send you a \$10 Amazon eGift Card! ‡ To participate, visit: www.DrySpraySurvey.com

1 You must be 18 years or older, a U.S. Citizen, and have received a "valid" eGift Card at time sample to participate. One survey per household. Survey may be "Captive" (No Internet Network). Visit DrySpraySurvey.com for more information.

1 oz. Dry Sprays ON-THE-GO

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ASK FOR YOUR FREE SAMPLES

Aprati FOODS

- Non-GMO
- No artificial color
- Less than 2g of sugar
- Delicious flavor blends

PLEASE TAKE ONE
Tell Us What You Think and Get Rewarded!

Be one of the first 100 people to fully complete our secure, online survey and we'll send you a \$10 Amazon eGift card! ‡

To participate, visit: ApratiSurvey.com

Start your flavor journey.

1 You must be 18 years or older, a U.S. Citizen, and have received a "valid" eGift Card at time sample to participate. One survey per household. Survey may be "Captive" (No Internet Network). Visit ApratiSurvey.com for more information.

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ASK FOR YOUR FREE SAMPLE

Aquaphor

- Aquaphor Lip Protectant + Sunscreen repairs and protects lips on and off the slopes
- Broad spectrum SPF 30
- The #1 Dermatologist recommended lip care brand

PLEASE TAKE ONE
Tell Us What You Think and Get Rewarded!

Be one of the first 100 people to fully complete our secure, online survey and we'll send you a \$10 Amazon eGift card! ‡

To participate, visit: AquaphorSurvey.com

1 You must be 18 years or older, a U.S. Citizen, and have received a "valid" eGift Card at time sample to participate. One survey per household. Survey may be "Captive" (No Internet Network). Visit AquaphorSurvey.com for more information.

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MAGICAL BUSINESS MARKETING



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Winter Sports Enthusiasts

Proven to be more open, receptive and engaged by marketing messages while on vacation and having fun outdoors. Younger, modern, affluent, educated spenders from across the country.

Average HHI: \$114,000¹

Median Age: 35²

Under 25 years: 34.7%²

Millennials: 25.2%

Gen X: 24.8%²

Gender: M 63% / F 37%²

More responsive to experiential marketing than any other type. They have money to spend.

\$4.28 Billion spent every year on ski/ride gear, apparel, and accessories³

Spend an average of \$140/day/person for a lift ticket

Enthusiastic, early adopters who engage less with traditional media.

- ¹ National Sporting Goods Association - Annual Sports Participation Study (skiing at \$114,000 avg. HH income level is highest of any sports activity, followed by Golf at \$85,000)
- ² National Ski Association 2021/2022 season statistics
- ³ Statista 2022

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Sunrise Ski Resort	AZ	Big Powderhorn	MI	Titus Mountain	NY
Alpine Meadows	CA	Bittersweet Ski Area	MI	West Mountain	NY
Big Bear	CA	Boyne Highlands	MI	Windham	NY
Mt High Resort	CA	Boyne Mountain	MI	Alpine Valley	OH
North Star	CA	Cannonsburg Ski Area	MI	Clear Fork Ski Area	OH
Ski Homewood Ski Bowl	CA	Crystal Mountain	MI	Snow Trails Ski Area	OH
Snow Summit	CA	Marquette Mountain	MI	Alpine Mountain Ski	PA
Snow Valley	CA	Mt Holly Ski Area	MI	Big Boulder Ski Area	PA
Squaw Valley	CA	Pine Knob Ski Resort	MI	Blue Mountain Ski Area	PA
Aspen	CO	Schuss Mountain	MI	Hidden Valley Resort	PA
Aspen Buttermilk	CO	Shanty Creek	MI	Jack Frost Mountain	PA
Aspen Highlands	CO	Buck Hill Ski Area	MN	Montage	PA
Beaver Creek	CO	Mt Kato	MN	Ski Liberty	PA
Breckenridge	CO	Powder Ridge Ski Area	MN	Ski Roundtop	PA
Copper Mountain	CO	Spirit Mountain	MN	Tussey Mountain Ski	PA
Durango Mountain	CO	Wild Mountain Ski Area	MN	Brianhead Ski Resort	UT
Eldora Mountain	CO	Big Sky	MT	Deer Valley	UT
Keystone	CO	Beech Mountain	NC	Park City	UT
Powderhorn	CO	Attitash	NH	The Canyons	UT
Snowmass	CO	Gunstock Ski Area	NH	Massanutten Ski Resort	VA
Steamboat Springs	CO	Loon Mountain	NH	Mount Snow	VT
Telluride	CO	Hidden Valley	NJ	Smuggler's Notch	VT
Vail	CO	Taos	NM	Stowe	VT
Winter Park	CO	Catamount Ski Area	NY	Alpentel Resort	WA
Sun Valley	ID	Greek Peak Ski Resort	NY	The Summit @ Snoqualmie	WA
Paoli Peaks Ski Area	IN	Holiday Mountain	NY	Alpine Valley Resort	WI
Bousquet Ski Area	MA	Hunter Mountain	NY	Cascade	WI
Wachusett Mountain	MA	Kissing Bridge	NY	Christmas Mountain	WI
Wisp Mountain	MD	Mt Peter Ski Area	NY	Devils Head	WI
Shawnee Peak	ME	Peek N' Peak	NY	Mt. Top @ Grand Geneva	WI
Sugarloaf USA	ME	Song Mountain	NY	Nordic Mountain	WI
Sunday River	ME	Sterling Forest Ski	NY	Snowshoe	WV
				Jackson Hole	WY



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