

The West Yellowstone Cross Country Ski Advertising Program

With cooler weather here, the West Yellowstone Ski Programs are looking toward winter. For the 2019-2020 ski season, we have again combined the advertising programs for the Yellowstone Ski Festival, the Rendezvous Race, and the Rendezvous Ski Trails. This means that you will only be contacted **once** regarding advertising for these events. To our previous advertisers, we thank you for your past advertising commitments and look forward to working with you again this year. To our new advertisers, we think you will find the XC Advertising Program comprehensive and cost efficient. *Please note that this advertising program is completely separate from the Fair Share Grooming Program, and you will be contacted about Fair Share separately.*

2019-2020

Schedule of Ski Events

Nov 26-30: Yellowstone Ski Festival

Dec 14-15: North America & Rocky Mountain Cup Biathlon

Dec 21: Classic Spam Cup

Jan 4: Biathlon Cup, Free Ski Day, Try-It Biathlon Clinic

Feb 1-2: West Yellowstone JNQ

Feb 16: Taste of the Trails

Mar 7: Yellowstone Rendezvous Race

Mar 26-29: US Biathlon National Championship

The **Yellowstone Ski Festival will take place from November 26-30, 2019**. We are very excited for this year's event. We have 3x-Olympic athlete, Liz Stephen, lined up as the keynote speaker for Friday night.

The **Yellowstone Rendezvous Race will take place on March 7, 2020**. With Yellowstone National Park's scheduled closing date of March, we will be encouraging racers to stay longer and turn this event into a Winter Wonderland vacation. Again, marketing efforts are strong for this popular event.

The **Rendezvous Ski Trails** website is managed by the West Yellowstone Ski Education Foundation. WYSEF hosts the SPAM Cup citizen races, Biathlon races, free ski day, and Taste of the Trails as well as coordinates with the Forest Service and the Chamber to provide grooming all season long.

In an effort to make the advertising program as flexible as possible, we have added some new features and kept old favorites. **All local advertisers will be mentioned in social media updates.**

If you have any questions about the advertising program, please email Toni Brey at info@SkiRunBikeMT.com.

Commitment & Payment

The West Yellowstone Chamber of Commerce must receive commitment for advertising and design materials before **October 3, 2019** in order to guarantee placement in the Yellowstone Ski Festival program and on the websites. Businesses may choose to send payment now or opt to be billed. Please send a check made payable to The West Yellowstone Chamber of Commerce and the included advertising options form to:

The West Yellowstone Chamber of Commerce
ATTN: Yellowstone Ski Festival Coordinator
PO Box 485
West Yellowstone, MT 59758

Business Name: _____

Cross Country Ski Program Advertising Packages

Level I - \$1,350 (\$2,000 value)

- Full page ad in Yellowstone Ski Festival program (1000 copies printed, 7.5"W x 10"H) (\$500)
- Feather flag at trail system entrance and/or banner in finish corral (\$350)
- Large website rotating banner ad (165 x 140 pixels) in footer on all pages of SkiRunBikeMT.com (\$350)
- Business listing with logo, description, and hyperlink under the appropriate business heading on "Eat, Sleep, More" pages of website (\$150)
- Logo or Business name on event banners, posters, racer packets (\$275)
- 1 comped race entry to Yellowstone Ski Festival race, Taste of the Trails, or Yellowstone Rendezvous Race (\$100)
- Featured posts (1 post per month for 12 months – 12 posts total) on Facebook, Instagram, and Twitter accounts. Link to business's website featured in post and in profile (\$275)

Level II - \$750 (\$825 value)

- Half page ad in Yellowstone Ski Festival program (1000 copies printed, 7"W x 4 3/8"H) (\$325)
- Large website rotating banner ad (165 x 140 pixels) in footer on all pages of SkiRunBikeMT.com (\$350)
- Business listing with logo, description, and hyperlink under the appropriate business heading on "Eat, Sleep, More" pages of website (\$150)

À la carte Advertising Options

\$500 – Full page (7 1/2"W x 10"H) advertisement in Yellowstone Ski Festival program (*artwork due 10/3*)

\$325 – Half page (7"W x 4 3/8"H) advertisement in Yellowstone Ski Festival program (*artwork due 10/3*)

\$275 – Logo on Rendezvous Race banners, posters, racer packets

\$250 – Quarter page (3 3/8"W x 4 3/8"H) advertisement in Yellowstone Ski Festival program (*artwork due 10/3*)

\$150 – Business listing with logo, description, and hyperlink on EAT, SLEEP, & MORE page of SkiRunBikeMT.com

Total dollar value of Custom Advertising Options selected _____

Payment enclosed

Bill me (due January 1, 2020)

Only one more page.

Business Name: _____

Billing Address: _____

Email: _____

Physical Address (for website): _____

Business Website Address: _____

Instagram Handle (example: @yellowstoneskifest): _____

Preferred hashtags: _____

Facebook profile (example: @RendezvousSkiTrails): _____

Please email any photos you'd like featured on the Ski social media accounts to info@skirunbikemt.com by Nov 1.

Preferred Listing: (Please circle one) **EAT • SLEEP • MORE**

EAT

Meals served (please circle all offered): Breakfast • Lunch • Dinner

Fare offered (please circle all offered): Vegetarian • Vegan • Gluten-Free • Fast Food
• Deli • Coffee • Other _____

Hours of operation: _____

SLEEP

Lodging Type (please circle all offered): VRBO • Motel • Hotel • Cabin

Amenities (please circle all offered): Wax Rooms • Kitchens • Walking distance to trails
• Pool/Spa • Restaurant • Other _____

Sleeps: _____ per cabin/room/condo

Other: _____

Business Type: _____

MORE

Business Description (Max 150 words): _____

Thank you for supporting Cross Country Ski Events in West Yellowstone!