



**2019-20 Warren Miller Entertainment
Info for Independent Promoters**





Program overview

- Why should you host a Warren Miller show?
 - Partnerships
 - Our audience
- Ticket sales and outreach
 - Promotional package
- On-site sponsorship benefits
 - How much does it cost
 - Contact information





Why should you join the Independent Promotions Program

For the past 70 years, Warren Miller Entertainment has been the leader in the ski film industry. With shows worldwide, Warren Miller shows have become an annual tradition for fans kicking off their winter.

Our independent promoter (IP) program, offers clubs, groups, organizations, schools, theaters, restaurants, charities and individuals the opportunity to show our film in their communities. Last year, 250+ Independent Promoters hosted Warren Miller events throughout North America and abroad.

Screening the movie offers a dynamic opportunity to build revenue, club membership, participation and overall awareness, while marketing your organization and partnering with other businesses. With your initiative and our support a great event can take place and a tradition can begin in your community!





Why should I run an I.P. show?

For Resorts

- Promote season pass sales, lodging deals, learn-to-ski programs, etc.
- Get people to your resort in the off-season
- Have the world's best content on all of your resort's screens, all year long

For Ski Clubs

- Kick off the season with a great tradition brought to you by your Ski Club
- Gain membership
- Bring in funds to help book trips
- Entertain your community and reach out to the younger generation about the joys of skiing

For Schools

- Host a fun event for your students
- Encourage outdoor opportunities

For Retailers

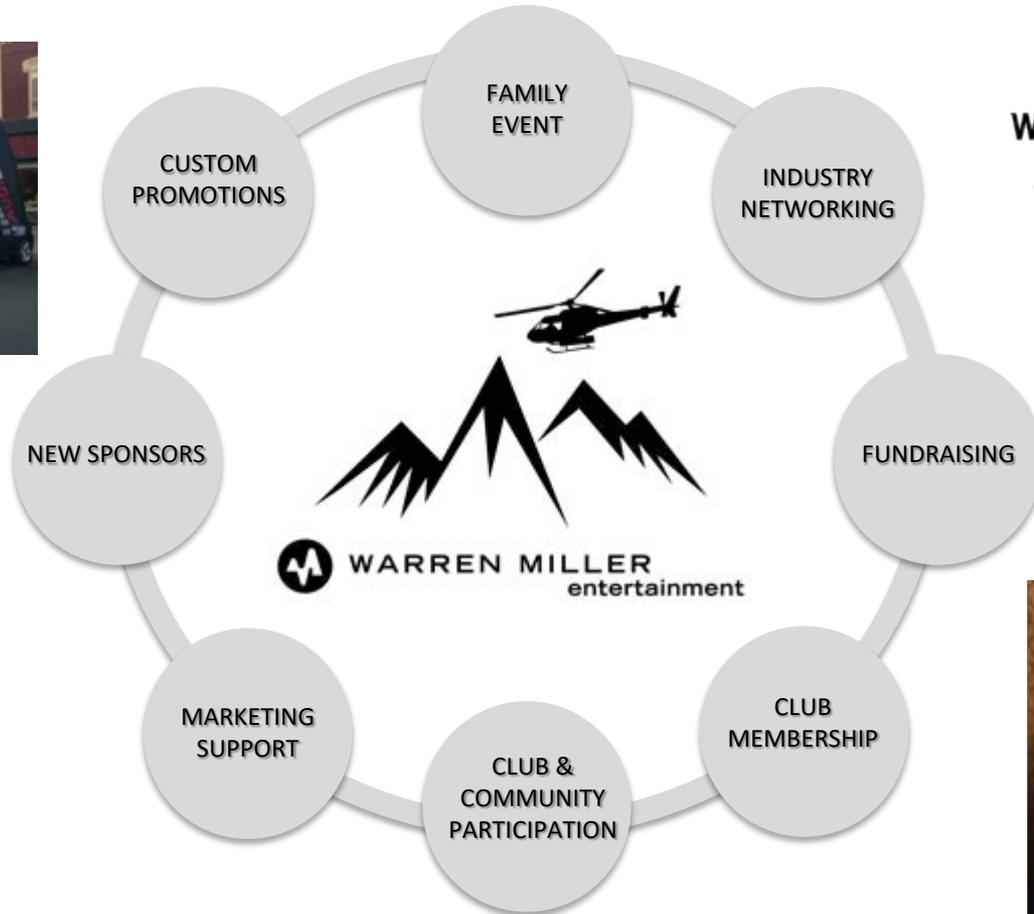
- Bring in traffic to your store via ticket sales and show advertising
- Engage the community
- Form partnerships with local businesses and the ski industry at your sponsor driven event
- Sell product at the shows
- Reach directly to the skiers in your town to tell them you are the only retail shop they should ever visit

For Promoters

- Maximize your profit with our turnkey model
- Join an established brand and add a ski film to your list of promotions



Our business model will help you create partnerships in your community, with local businesses and in the ski industry.





DEMOGRAPHICS

Median Age: 38

Median HHI:
\$87,500

\$75,000+: 64%

\$100,000+: 49%

Male/Female:
58%/42%

HH with children:
35%

Age 18-44: 56%

✓ *74% of movie-goers return to see
the film each year.*



Adventurous

Tech-Savvy

Frequent Travelers

of Adults Per Party:

1-2 72%, 3-4- 17%, 5+ 5%,

Interests:

Camping, Hiking, Biking,
Photo/Video



Ticket sales and outreach

PLACES OUR AUDIENCE BOUGHT TICKETS

Online- 60%

Box Office- 23%

Retail Shop- 13%

Group tickets Hotline (National Tour)- 5%



TOP WAYS OUR AUDIENCE FOUND OUT ABOUT OUR SHOWS- check all that apply

Friend/Family- 47%

Email- 22%

Local Media (radio/tv/newspaper)- 20%

Social Media- 14%

WarrenMiller.com- 10%

Ski Club- 8%

Poster/Flyer- 6%





Promotional Support

The Warren Miller Film Tour is promoted extensively on a regional basis through print, radio, TV, web, and social media. Independent Promoters will receive a 'turn-key' promotional package to help guide in advertising and promotion of individual shows.

National Print

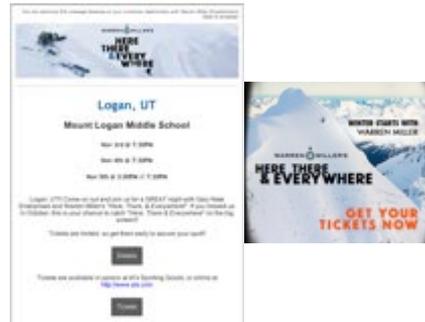


Local Print



ColoradoDaily.com

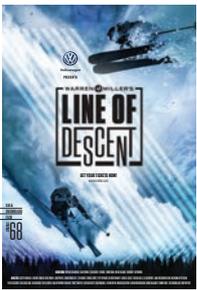
Direct mail/email



Warrenmiller.com



Posters/flyers



Social media



t.v./radio



Street teams





Standard Promotional Package

WME will provide each Independent Promoter with the following materials to aid the I.P. in promotion of their event.

- Posters and Flyers

- Customizable Posters & Flyers

- Digital Ad Slicks

- Digital Ticket Templates

- Event Web Page on WarrenMiller.com

- DVD Looped Trailer:

- Broadcast /closed circuit /digital

- Generic Radio Spots

- :40 generic spot, :20 tag bed (40/20)

- :60 generic spot, no tag bed

- :30 generic spot, :10 tag bed (20/10)

- :30 generic spot, no tag bed

- TV Commercial Spots

- :30 generic spot

- :15 generic spot

- Digital Access to Press Kit & Digital Promotional Assets:

- Hi-Res PR Photos, WME logos, film blurbs, press release, etc.

- Door Prize Cards with access to some database information
- BluRay or DVD, DCP available in rare cases with a drive provided by I.P.
- PowerPoint Template for on screen sponsor displays
- Web Ads And Banners

Additional Items Available- costs may apply

- E-mail Blast: sent from our in house marketing team

- Special Issue of SKI Magazine

- Database Collection:

Access to attendee address information for direct mail, newsletter, and e-blasts. (Current Promoters only). New Promoters will receive access in year two.

- Lift Ticket vouchers for each attendant *

- WME will negotiate with resort partners to provide lift ticket offers at your show.

- WMECoupons.com Infrastructure

- WME will provide coupons with 10-digit alphanumeric codes

- *WME can only negotiate but cannot guarantee Resorts' approval



Sponsorship opportunities

The Warren Miller Film Tour creates a festival-like atmosphere. Promoters will be able to leverage multiple opportunities for venue exposure and consumer engagement through sponsorship support.

Get local and regional sponsors involved with IP shows by offering brand awareness on-site through the following sponsor benefits:

- Brand Exposure
- Emcee Mentions
- Commercial Spot
- On-Site Activation
- On-Screen Logo Exposure
- Rotating ads on-screen
- Product Demo/Sampling
- Video and Digital Content Delivery
- Execution of Contests or Sweeps
- Prize Distribution
- Database
- Current Database Usage
- Future Data Capture
- Media Exposure
- E-mail Blast Exposure
- Direct Mail Piece Exposure
- Ticket Sales Outlet
- Fundraising Support





SKI Magazine and database collection



SKI Magazine will produce a special issue for the 2019 Warren Miller film tour. The publication will be available at select shows and online. It will give readers a behind the scenes pass to the making of the production, film locations, and athlete profiles—all alongside incredible still images from the movie.

Independent Promoters will receive the following benefits for attendees in addition to the special issue of SKI Magazine:

- Door Prize card for Database Collection
- Entry to the Warren Miller World Tour Sweepstakes (U.S. and Canada only-not valid in Hawaii or Quebec)
- Custom email sends (fee based) and unlimited access to postal addresses (free)
 - Annual FREE Subscription to digital version of SKI Magazine (US only)



How much does it cost?

Every show is negotiable based on the details below. Please provide the following information to:

ip@aimmedia.com or jshafer@aimmedia.com for a quote:

location, number of showings, ticket price, seating capacity

Things to answer before asking for a price quote:

-How many seats do I think I can fill? (Average first year attendance: 350)

-What is the appropriate venue to host my event?

High School Auditorium, Movie Theater, Stage Theatre, Film Festival, etc.

-What am I using the show for? (fundraiser, charity event, profit, private event)

-How much do I think I can/should charge?

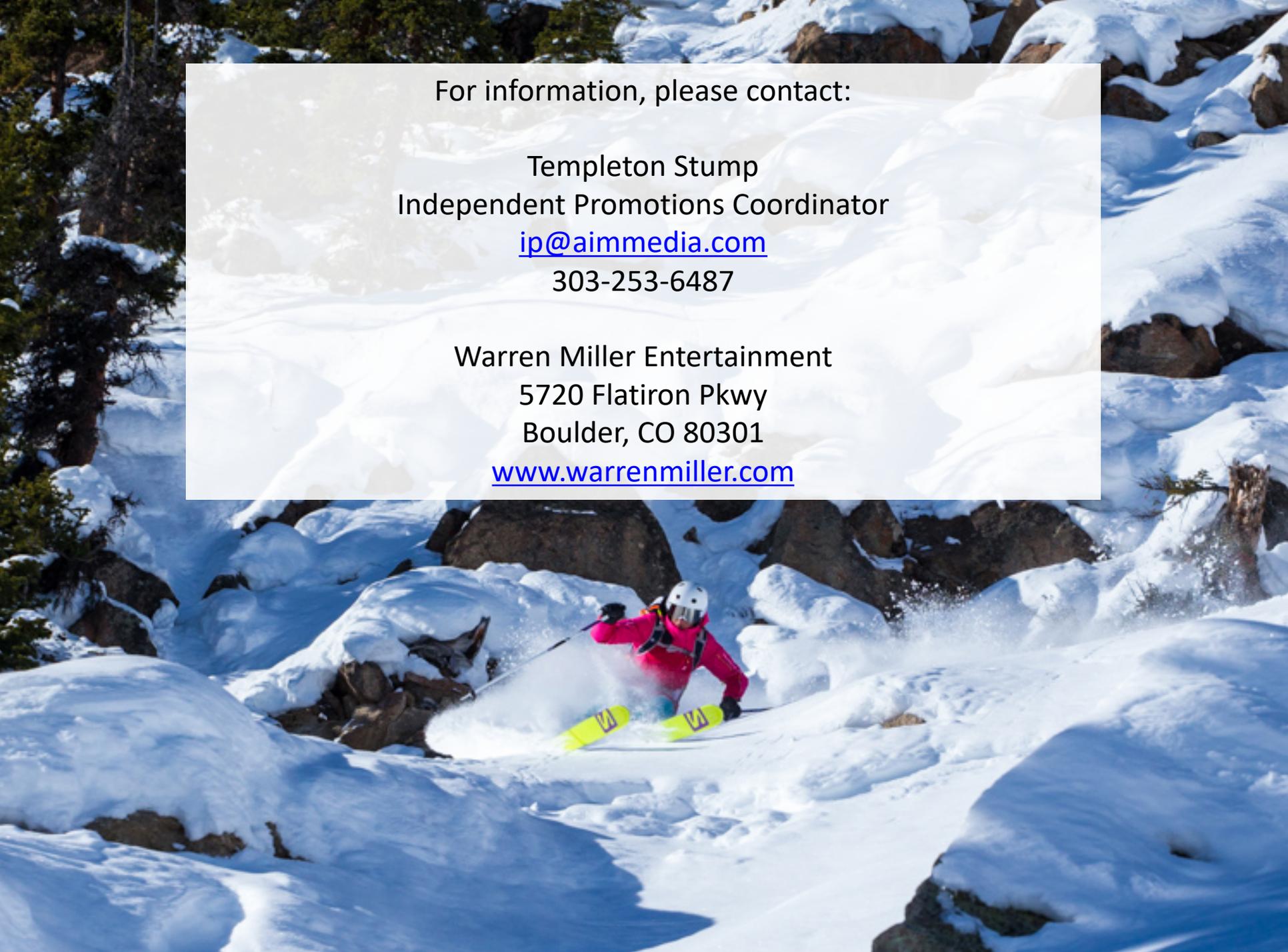
depending on show value, ticket prices range from \$10-25

add value to your show with sponsor offers, giveaways, etc.

Our contracts have a:

Guaranteed Minimum vs. Percentage of Gross ticket Sales, whichever is greater

*WME reserves the right to negotiate contracts on individual basis.



For information, please contact:

Templeton Stump
Independent Promotions Coordinator

ip@aimmedia.com

303-253-6487

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