



## **2023-24 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 74 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 promotions (IP) program, offers clubs, groups, organizations, schools, theaters, restaurants, charities, and individuals the opportunity to show our film in their community. 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 (requires year long license)

### 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-

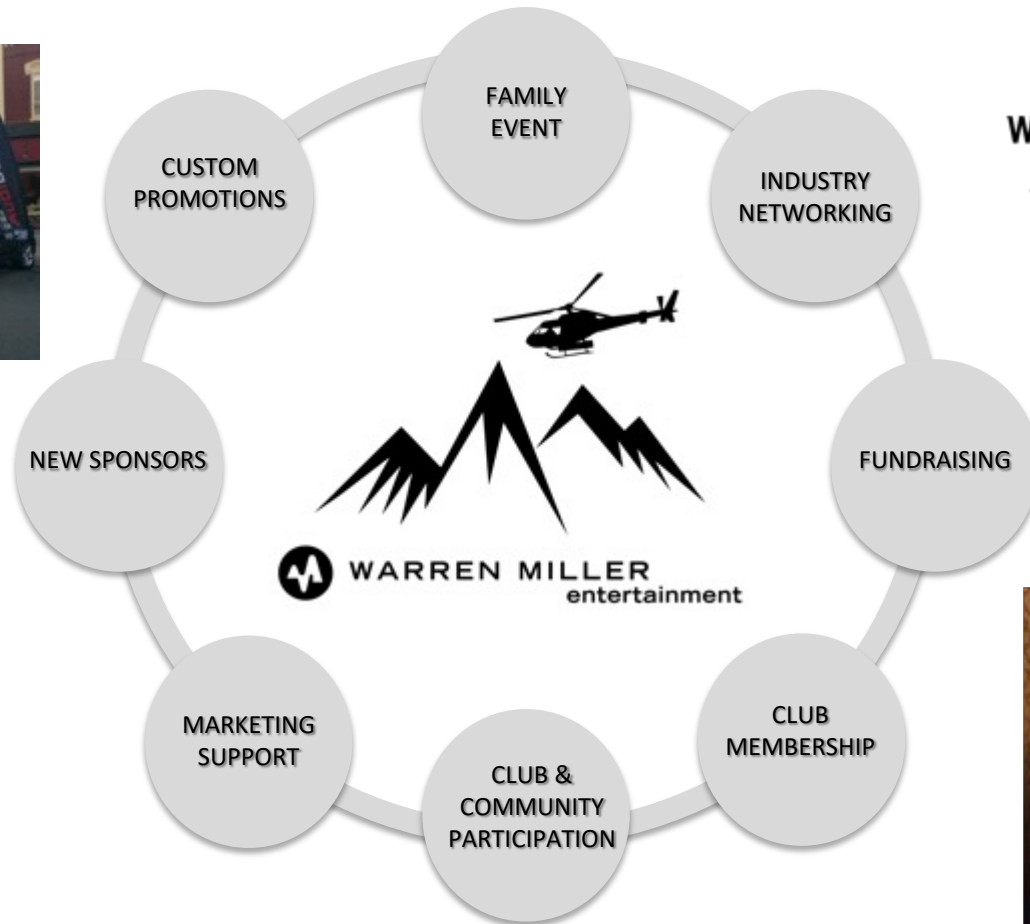
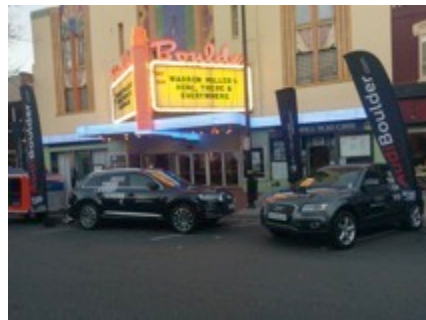
- Bring in traffic to your store via ticket sales and show advertising
- Engage the community
- Form partnerships with local businesses and the ski industry at your sponsor-driven event
- Sell product at the shows
- Be in direct contact with the ski/snowboard community to tell them you are the only retail 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 : 43

Median HHI:  
\$97,500

\$75,000+: 67%

\$100,000+: 52%

Male/Female:  
55%/45%

HH with children:  
39%

Age 18-44: 45%

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



Adventurous

Tech-Savvy

Frequent Travelers

# of Adults Per Party:

1-2 58%, 3-4- 25%, 5+ 18%,

Interests:

Camping, Hiking, Biking,  
Photo/Video





## Ticket sales and outreach

### PLACES OUR AUDIENCE BOUGHT TICKETS (2021)

Online- 68%

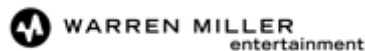
Box Office- 23%

Retail Shop- 5%

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 National basis through digital media however we also utilize print, radio, and TV. 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



### TV/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

- \*\*Optional Customizable Posters & Flyers

- Digital Ad Slicks

- Digital Ticket Templates

- Event Web Page on WarrenMiller.com (\*determined by WME)

- Digital version of the 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.

- Digital Sweepstakes Entry with access to some database information
- BluRay Discs. DCP available in rare cases with a drive provided by I.P.
- PowerPoint Template for on screen sponsor displays
- Web Ads And Banners
- Inclusion in Outside Awards voting

Additional Items Available- costs may apply

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



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







## Database Collection

- Digital Sweepstakes Entry for Prize Drawings and 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)



## How much does it cost?

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

Independent Promotions Coordinator [ip@outsideinc.com](mailto:ip@outsideinc.com) (i.p. as in Independent Promoter) for a quote:

**Venue City, State, Date, Company Name, Primary Contact Name, Billing Address, Shipping Address (if different than Billing Address),  
Are you a new promoter with us or have you or your business previously hosted a show with us?**

Things to answer before asking for a price quote:

-How many seats do I think I can fill? (Average first year attendance: 300)

-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 \$15-25

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:

Independent Promotions Coordinator  
(seasonal position Aug-Dec 7th)

[ip@warrenmiller.com](mailto:ip@warrenmiller.com)

Warren Miller Entertainment

c/o I.P. Dept.

1600 Pearl St.

Boulder, CO 80302

[www.warrenmiller.com](http://www.warrenmiller.com)

