

● 23.98FPS ISO800 1/4 SEC 4200K 4KHD RED V-RAPTOR

# WARREN MILLER

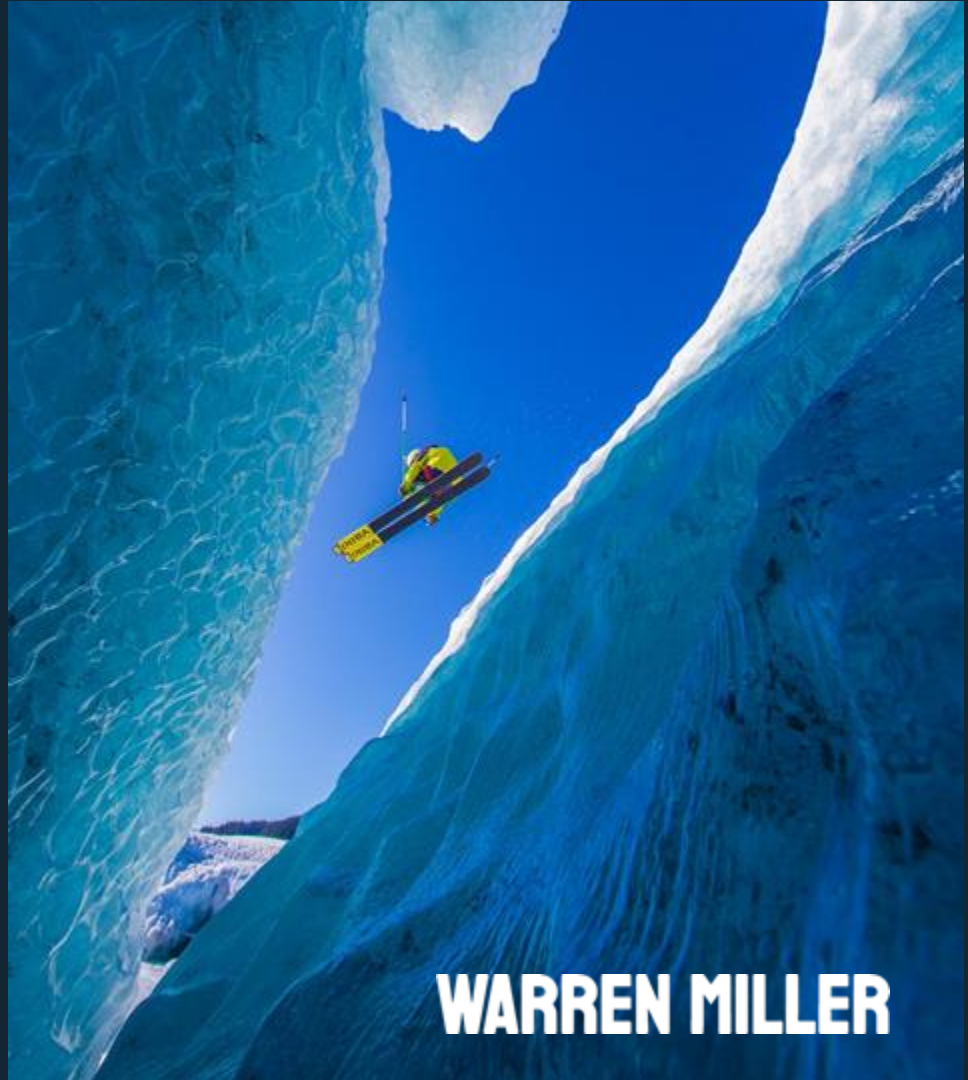
2025-26 WARREN MILLER ENTERTAINMENT  
INFORMATION FOR INDEPENDENT PROMOTERS

**WM**

# Join the. **Sno-ciety**

We're going big for Warren Miller's 76<sup>th</sup> film. With a diverse roster of filmmakers and athletes the 2025 Warren Miller feature film will define the future of ski and snowboard movies.

Host your own show with all the additional benefits of National exposure from our marketing team.



**WARREN MILLER**



# Featured in **Sno-ciety**

The lineup for “Sno-ciety” features **90 minutes of breathtaking scenery, unbelievable action, and societal stories**. The film will take fans to neighborhood ski and snowboarding parks to steeps around the world, from Canada, Colorado, surfing in California and to Finland, Austria and to the Scottish Highlands.

## ON LOCATION IN:

- Austria
- Canada
- California
- Colorado
- Finland
- Scottish Highlands

# Program Overview

Benefits of Hosting a Warren Miller Film

Create New Partnerships

Our audience

Ticket sales and outreach

Promotional package

On-site sponsorship benefits

Costs are negotiated to remain  
manageable





# INDEPEDNENT PROMOTIONS

For the past 76 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 INDEPENDENT PROMOTIONS SHOW?

## 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)

## 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



# Audience

Warren Miller is bringing more people than ever before into the winter sports fold through our expanded and growing distribution.



**Median Age: 40**



**Male/Female: 55%/43%**



**Avg. HHI: \$186K**



**New/Returning Audience:  
30%/70%**



**Household Makeup**

19% Single, No Children  
26% Couple, No Children

43% Household With Children  
12% Household, No Children



# 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 via 3<sup>rd</sup> party printing company
  - \*\*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
- Digital Video / Commercial Spots
- Possible run times- :30 and :15 generic spots

Digital Access to Press Kit & Digital Promotional Assets:

Hi-Res PR Photos, WME logos (\*\*New look in 2024), 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

Access to attendee physical mailing address information for direct mailers. (Current Promoters only). New Promoters will receive access in year two.

WM

# 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

WME



# HOW MUCH DOES IT COST?

Every show is negotiated based on the details of your show (Seating Capacity, Ticket Price, Number of Shows).

Are you a new promoter with us or have you or your business previously hosted a show with us?

Please use the form below to provide us with basic details to create your account in our new system. Once we have received your request, we will evaluate your market availability and reply to you with a request for specific show info. After we learn show specific details, we can offer you a price quote.

<https://outsidemagazine.tfaforms.net/4990825>

Things to consider after filling out this form:

- How many seats do I think I can fill? (Average first year attendance: 300)
- 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 \$15-30
- 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.

WM



# CONTACT INFORMATION

For information, please contact:

Independent Promotions Coordinator  
(seasonal position July-Dec 20th)

[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)



# Reach

**445K**

**SOCIAL  
FOLLOWERS**

**200K**

**EMAIL  
SUBSCRIBERS**

**2.5K**

**POTENTIAL  
ATTENDEES PER  
SCREENING**

**300**

**FILM  
SCREENINGS**

**58M+**

**LINEAR  
BROADCAST**

---

**82M**

**FULL FILM  
DISTRIBUTION**

**1.3M**

**ANNUAL PAGE  
VIEWS**

**331K**

**SOCIAL  
IMPRESSIONS**

**22M+**

**CTV FILM  
DISTRIBUTION**

**2M**

**APP/WEB FILM  
DISTRIBUTION**

# NATIONAL MEDIA & PROMOTION



## On-Site Branding

### 1.5M+ Impressions

- Brand partner promotion at each tour stop
- On-screen, on-site, and pre-roll programming to build awareness and brand partner exposure

## National & Regional Media

### 2.5M+ Impressions

- Logo inclusion in print campaign, and national and regional media promotions

## Digital

### 4M+ Impressions

- Dedicated emails sent to opted-in subscribers during each campaign milestone
- Partner logos included on ROS banner ads across the Outside Network, along with programmatic prospecting and retargeting at winter enthusiasts

## Social

### 2.5M+ Impressions

- Warren Miller, SKI, and Outside's social channels will build awareness, with partner tagged in organic social promotions

**It adds up: 10+ million impressions**

**FIN.**

