

## 2025 - Warren Miller's "Sno-ciety"

The ideal IP is someone who wants to, and can do, the following:

Think long term and have a plan to increase business year over year.

Find the best theatre- cheap rent (25-30% of gross sales is good. Shouldn't exceed 40%), has a clean screen, has a box office to sell tix with an online option. Location is key. A high school/college auditorium works great if their rent is affordable. Full scale theatres will be more expensive but might have better advertising/ticketing options.

Set ticket price \$20-30 based on incentives offered at show. Set up a group/discounted rate- ex. 10 or more tix get \$1-2 off each ticket. Students get in for \$10-15. Likes on your Facebook event get \$1 off (promo code revealed with a like/share). Provide WME with any online advertising so WME can link on your event website (Facebook event, ticketing site, Twitter feed)

Make partnerships with local businesses. Partners can advertise for you. Partners can help defer costs. Partners can offer prizes for your attendees- skis, snowboards, goggles, restaurant coupons, etc. Partners can sell tickets for you.

Make connections with local media outlets. TV stations run commercials and help promote shows on nightly newscasts. They can do interviews with local athletes and cover your event for future event promotion.

Newspapers and local magazines can advertise your show. Get on the local paper's calendar of events.

Trade advertising for a sponsor table at show, slideshow inclusion, and an emcee mention.

Ski resort offers- free lift tickets/hotel-resort stays. Reach out to your local ski hill's marketing department for partnership. Ask for deals in exchange for access to your audience.

Reach out to local schools and Greek councils at colleges. Those types of groups have huge marketing potential with great networks of potential customers.

A/V clubs- see if they can play the trailer in the school.

High school ski teams- co-promoter possibilities.

Trade kids free entrance for flyering/facebooking/selling tickets/bringing friends.

Call groups that have a newsletter (ski clubs, P.T.A., YMCA, etc.). Trade ads /booth space at the show for your ad in their newsletter. Flyer all over town in popular bar/restaurant scenes where people are spend money. Have a simple flyer with a picture of a skier or snowboarder.

Reach out to any local businesses that have some need to talk to a ski/snowboard audience. Doctors, Tire Shops, Breweries, etc. Think outside the box.

Make sure to use all promo materials provided by WME.

Acquire and advertise free merch to giveaway at the show.

**Always test your BluRay by playing all of the chapters of the BluRay discs a week before show day so we can fix any problems. Make sure venue is capable of running all of the elements of your show - (Powerpoint/BluRay, music, microphone)**

Have staff ready and trained before doors open. Provide a fun experience that helps to kick off winter. Enjoy your screening of Warren Miller's "Sno-ciety".