

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

WARREN MILLER

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2025 SPONSORSHIP OPPORTUNITIES



**Warren Miller Entertainment
stands out for producing
awe-inspiring ski and
snowboarding films that
capture the essence of
adventure and the mountain
lifestyle.**





Audience

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

Male/Female: 64%/36%



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



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**



In Community

Finding solitude in the outdoors is great, *but you know what's even better? Sharing that feeling with others.*

Skiing and snowboarding has always been a much deeper experience than turning left and right. It's a way to share incredible experiences with others. Whether its your friends, family, ski club, or those dudes you met one day on the lift who are now your lifelong buddies, it's always been about the people—and the time spent together on the mountain.

Warren Miller's "In Community" is a celebration of this unique dynamic. In every segment, we won't simply visit the most interesting and exciting corners of the winter world; we'll capture the groups that are drawn to these places, either as residents or visitors, and the experiences they foster.

2025 SPONSORSHIP OPPORTUNITIES



**TITLE
INCLUSION**



**TOUR
PARTNERSHIPS**



**SEGMENT
INCLUSION**



**SWEEPSTAKES +
LEAD GEN**



**REGIONAL
PARTNERSHIPS**





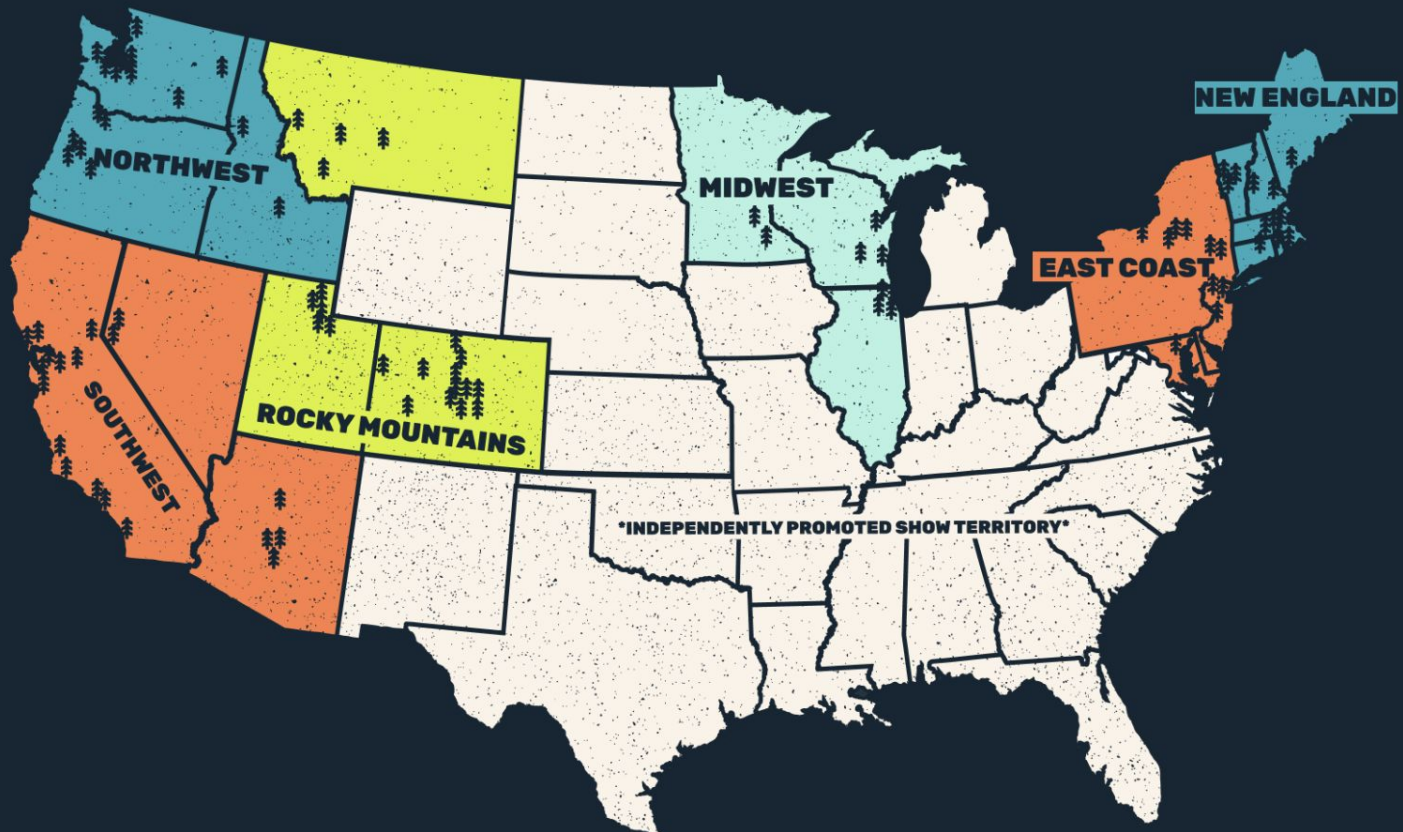
THE ANNUAL PARTNERSHIP OPPORTUNITY

Our audience is a dedicated community of winter sports enthusiasts who are passionate about skiing, snowboarding, and outdoor adventure and who anticipate a yearly tradition that drives ticket sales.

By aligning with a Warren Miller film screening—a brand synonymous with the winter sports culture- partners can directly engage with our target audience in an authentic and meaningful way.

The traditional distribution cycle timing aligns with consumer interest in winter gear, creating a prime sales and marketing opportunity, while fostering community engagement and enhancing brand loyalty within the outdoor and winter sports culture.

A theatrical distribution program offers brands a platform to showcase products, provide demos, and engage with potential customers through interactive experiences.



NORTHWEST

SOUTHWEST

ROCKY MOUNTAINS

MIDWEST

EAST COAST

NEW ENGLAND

INDEPENDENTLY PROMOTED SHOW TERRITORY