

FILM 77

WARREN MILLER'S

DAYS OFF

2026-27 INDEPENDENT PROMOTION PACKAGE

ip@warrenmiller.com • warrenmiller.com

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

Meet Your New Host.

KATIE BURRELL



@katieburrelltv

Director. Host. Leisure athlete. Industry insider. Katie Burrell has spent a decade embedded in ski culture – guiding, content, commentary, directing – and accidentally made skiing her job. For Film 77, she's on a mission to get back to what started it all.

COMEDY + ADVENTURE

Mockumentary-style storytelling meets high-octane ski action cinematography.

77 YEARS. REINVENTED.

Back to Warren Miller's roots – the joy, the characters, and the spirit of the mountains.

Screen It Anywhere.

Warren Miller's 77th film is available for independent promoters to license in all worldwide territories.

AVAILABLE WORLDWIDE

For most bookings, please visit our website: **[Independent Promotions Program](#)**

Warren Miller's "Days Off" is also available for licensing in markets around the globe. Some international territories are held by exclusive licensees.

To schedule international events in the UK, Ireland, Australia or New Zealand, please visit:

warrenmiller.com/world-tour

WARREN MILLER'S DAYS OFF

10

global segments across
North America, Europe & Japan

77

years of Warren Miller
cinematic legacy

1

hilarious new host leading
you through every turn

Built-In Audience. Zero Guesswork.

Warren Miller is one of the most trusted names in skiing. When you host a show, the brand does the heavy lifting.

TURNKEY

Everything you need to run a successful event is provided.

NATIONAL BRAND

Tap into 77 years of audience loyalty and trust.

FLEXIBLE

Events from 100 to 2,000+ seats – scaled to your market.

PROFITABLE

Revenue share model keeps costs manageable at any size.

MARKETING

We drive awareness nationally. You convert locally.

SPONSORSHIP

Bring in local partners and keep the revenue.

Your Show. Our Brand. All the Fun.

License Warren Miller's newest film and host your own screening. We give you everything – you bring the crowd.

WHO RUNS A SHOW?

- RESORTS**
Pass sales, off-season traffic & content licensing.
- SKI CLUBS**
Season kickoff, membership growth, fundraising.
- SCHOOLS**
Engaging event that promotes outdoor education.
- RETAILERS**
Drive traffic and engage the local ski community.
- PROMOTERS**
Turnkey model, national brand, proven audience.

01

SIGN UP

Fill out our quick online form. We negotiate based on your market.

02

GET YOUR KIT

We send everything you need – digital assets, trailer, and more.

03

RUN YOUR SHOW

Sell tickets, get sponsors, open the bar. We handle the rest.

A Premium Audience – And Growing.

Data from 2025 Sweepstakes entrants across the national tour. Affluent, active, loyal – and skewing younger.

IDEAL FOR SPONSOR ACTIVATION

68% earn \$100K+ HHI • **88%** hold a ski pass • **87%** active 3+ days/week

42

MEDIAN AGE

Median age – and dropping. 18–34 now 28% of audience.

56/43%

GENDER SPLIT

Male / female split – nearly equal.

80%

LOYALTY RATE

Returning attendees. One of the most loyal audiences in sports.

68%

HIGH INCOME

Earn \$100K+ household income. This is a premium buy.

88%

PASS HOLDERS

Hold a ski pass – Ikon (29%), Local (28%), Epic (20%).

29%

NEW FANS

Are first-time or next-gen fans. The audience is growing.

Everything You Need.

WME provides each IP with a full digital kit plus physical materials. Going more digital in 2026-27 – your kit arrives fast, travels light.

- Digital press kit – hi-res photos, film blurbs, press release
- WME logos & brand assets (2026-27 refresh)
- Digital sweepstakes entry – we market your show to our database
- PowerPoint template for on-screen sponsor display
- Web ads, banner assets & digital ad slicks
- Introduction to custom ticketing solutions
- Event web page on WarrenMiller.com*
- Film trailer – vertical and horizontal
- Commercial spots
- Posters & flyers via 3rd-party printer
- Optional customizable poster & flyer templates
- BluRay discs (standard for all shows)
- Digital film copy – available for qualifying shows†
- Attendee mailing address data‡

*Determined by WME †Based on contract value ‡Current promoters only; new promoters granted access after first show
warrenmiller.com

The Scale.

400+

Film screenings
per season

635k

Social
followers*

96.5M

Organic
Social Impressions*

58M+

Linear broadcast
reach

82M

Full film
distribution

22M+

CTV film
distribution

1.3M

Annual
pageviews

Your Show. Your Sponsors. Your Revenue.

IP shows can carry local and regional sponsors. National sponsorships work in your favor – here's how.

NATIONAL SPONSORS

- National sponsors help fund tour sweepstakes prizing
- Their reach drives peripheral marketing to your local market
- You benefit from their promotional presence at no cost
- On-screen, on-site, and pre-roll activation at your show
- WME manages all national partnership fulfillment

YOUR LOCAL SPONSORS

- You sell in – you keep the revenue
- On-site activation, emcee mentions, logo placement
- Product demo/sampling and prize distribution
- Ticket sales support and fundraising model
- Flexible to your market's sponsor landscape

10M+

Impressions.

WME's national marketing campaign drives awareness so your local show benefits from a massive promotional engine before you sell a single ticket.

ON-SITE BRANDING

310M+ Total PR & Marketing Impressions

Brand partner promotion at each tour stop – on-screen, on-site, and pre-roll.

NATIONAL & REGIONAL

18M National & Paid Media Impressions

Logo inclusion in print campaign and national / regional media promotions.

DIGITAL

**15M Email Impressions
149 Dedicated Emails sent**

Dedicated emails to opted-in subscribers + banner ads across the Outside Network.

SOCIAL

112% Social/Follower Growth

Warren Miller, SKI, and Outside channels build awareness via organic posts.

Flexible Pricing. Every Market Is Different.

Pricing and contract type are negotiated based on your event details – seating capacity, ticket price, and number of shows. Two models available (decided by WME):

SMALLER MARKETS

FLAT FEE

Simple, predictable cost. Provided for first year shows or lower-capacity venues only.

- Average first-year attendance: ~300 people
- Ticket prices typically \$15–\$25
- Great for clubs, schools, and charities

ESTABLISHED MARKETS

MINIMUM VS. % OF GROSS

Guaranteed minimum fee vs percentage of gross ticket sales – whichever is greater.

- Higher-capacity venues (300+ seats)
- Ticket prices typically \$20–\$30
- Add value with sponsor offers & giveaways

Ready to Run a Show?

Here's how to get the conversation started:

1

FILL OUT THE FORM

Tell us about your market – venue, capacity, show type, and ticket price range.

2

WE'LL BE IN TOUCH

Our IP Coordinator reviews your submission and reaches out to discuss options.

3

SIGN YOUR CONTRACT

We finalize pricing and your custom agreement. Then the fun starts.

SIGN UP TODAY

[Outsidemagazine.tfaforms.net/4990825](https://outsidemagazine.tfaforms.net/4990825)

For information & inquiries:

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

IP Coordinator – seasonal position
(July through December)

Warren Miller Entertainment / I.P. Dept.
5565 Arapahoe Ave, Unit F
Boulder, CO 80303

[**warrenmiller.com**](https://warrenmiller.com)

Part of Something Bigger.

Warren Miller is part of the Outside network – the largest digital media company for active outdoor enthusiasts. When you partner with WME, you're plugging into an audience that spans every outdoor passion.

OUTSIDE INTERACTIVE INC. BRANDS:

- Outside Magazine
- Gaia GPS
- Outside Days Festival
- Climbing
- SKI Magazine
- Trailfolks
- PinkBike
- Warren Miller Entertainment
- MapMy
- Backpacker

Reaching **35M** active lifestyle participants each month.

DIGITAL

30M+

Monthly Users

PRINT

4M

Readers/Issue

TV

10M+

Households

PODCASTS

300K

Monthly Downloads

SOCIAL

27M+

Total Followers

EVENTS

150K

Annual Attendees

MAPPING

7M+

Monthly Active Users

1M PAYING MEMBERS

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