



2024 BEST IN THE WEST SHOWDOWN

MONTANA'S PREMIER SKIJORING EVENT
Big Sky Town Center | February 3 - 4, 2024



INFO@BIGSKYSKIJORING.COM

WWW.BIGSKYSKIJORING.COM

WHY US

FRIENDS,

Past events have drawn more 14,000+ spectators in the last years, and we anticipate 4,000+ visitors this year. We look forward to growing the event's already popular draw.

The two-day competition will be held in Big Sky's Town Center on February 3-4, 2024. We welcome all ages to join us for a family-fun weekend.

In 2023, we had 150 teams compete in categories including; Junior, Novice, Sport, Open, and Snowboard. Teams consist of a horse, rider, and skier or snowboarder, depending on the division. All entrance fees for the teams are paid back to the event winners. These teams travel from far and wide to compete in this highly competitive sport.

Justa and the BSSJ Team have dedicated innumerable hours to bringing this amazing event to Big Sky year after year, regardless of roadblocks and weather conditions. The community of Big Sky continues to support our efforts with funding, volunteers and land use, which pushes us to keep improving each year. We are grateful that we now have a wonderful team committed to helping ensure Big Sky Skijoring is here for the long term!

THANK YOU FOR YOUR SUPPORT,

The Big Sky Skijoring Association Team



OUR MISSION, OUR PASSION

Big Sky Skijoring's mission is to harness a piece of the cultural history and charm of an authentic Western event and offer it to the residents and visitors of Big Sky, Montana.

STEEPED IN TRADITION



OUR HISTORY

Big Sky Skijoring has been in existence since 2018 as a collaborative effort to bring a skijoring competition to Big Sky's Town Center. But the sport has been around for centuries. Originating in Scandinavia, with reindeer and skis, skijoring culture has gained significant momentum in the Western United States. Fast forward to today, towns all over the Rocky Mountains will host skijoring events in 2024. Skijoring communities include Ridgway and Pagosa Springs, CO, as well as Red Lodge, MT. We couldn't be more pleased to bring this historical and cultural event to our beautiful mountain town.

LET THE FUN BEGIN

BEST IN THE WEST SHOWDOWN

Big Sky Skijoring is proud to host the 6th annual Best in the West Showdown. This event features several competing legendary locals as well as many of the best skijoring teams in North America. It is sure to be a rush for spectators as well as competitors for the entire weekend.

Western states have transformed horseback riding and skiing into a combined action-packed competition where teams of horse, rider and skier negotiate a 900+ foot course. The horse and rider pull a skier or snowboarder over jumps and through gates on a technically designed course while the crowd goes wild.

Southwest Montana has recently been the epicenter for the growth of competitive skijoring and will turn out some of the best in the west. Don't miss out on seeing this rapidly growing sport showcasing the best competitors in the country in beautiful Big Sky, MT!



STATS RECAP

14,000+ NUMBER OF SPECTATORS

150 TEAMS COMPETED IN 2023

\$15,000 ADDED PRIZE MONEY

100% PAYBACK TO ALL DIVISIONS

6 COMPETITOR DIVISIONS

100's OF VOLUNTEERS

**1st
ever** SNOWMOBILE BACKFLIP OVER
SKIJORING COMPETITION

**1st
ever** SKIJORING JUMP OVER HOT TUB

**Data compiled from 2018-2023*



TESTIMONIALS

THE MAGIC OF SKIJORING IN BIG SKY



JUSTA ADAMS

“Skijoring to me is goosebumps! It’s fast horses and daredevil skiing enjoyed with friends and family in Big Sky’s breathtaking 360° views, creating a sense of community that is truly heartwarming. These elements come together to inspire a thrill like I’ve never experienced and make the challenges of the planning phase worth every moment our team invests in bringing it to Big Sky each year. It’s my mission to make Best of the West Showdown THE winter event in our community, and I will continue to dedicate much of my time and life to making that dream a reality.”



GET READY TO SPONSOR THE 2024 BEST IN THE WEST SHOWDOWN

BIG SKY TOWN CENTER | FEBRUARY 3 & 4, 2024



SPONSORSHIP OPPORTUNITIES

With over 4,000 spectators and 150 teams participating in Big Sky Skijoring's 2023 Best in the West Showdown, we anticipate over 5,000 spectators in 2024 as we develop and build Big Sky's premier winter event.

In 2024, four types of sponsorship opportunities will be offered, and we are pleased to provide a variety of options to fit your business. Remember, sponsorships are limited and on a first-come, first-serve basis. If you have any questions, please don't hesitate to **contact us**. We can't wait to see you in February for this amazing event!

SPONSORSHIPS

TITLE | \$15,000

Make the most significant impact and become a title sponsor. Perks include but are not limited to:

- Presenting sponsor of the event with all marketing to be displayed as “Company Name” presents 2024 Big Sky Skijoring’s Best in the West Showdown
- Solo jumbotron brand placement
- Premier banner placement that includes your choice of sizes, one being the most prominent jump that is photographed
- Largest logo placement on posters, event brochures and social media marketing
- 20 pieces of merchandise of your choice
- Optional on-site brand activation/booth/option to sell goods/advertise
- Continual brand shout-out by speaker
- 50 tickets



ADDITIONAL SPONSORSHIPS

PLATINUM | \$7,500

- Solo jumbotron brand placement
- 6 ½ x 2 ½ ft banner placement
- Large logo on posters, event brochures and social media marketing
- 10 pieces of merchandise of your choice
- Optional on-site brand activation
- Regular brand shout-out by speaker
- 20 tickets

GOLD | \$5,000

- Solo jumbotron brand placement
- Medium logo on posters, event brochures and social media marketing
- Optional on-site brand activation
- Regular brand shout-out by speaker
- 10 tickets

SILVER | \$2,500

- Combined jumbotron brand placement
- 6 ½ x 2 ½ ft banner placement
- Small logo on posters, event brochures and social media marketing
- Brand shout-out by speaker
- 5 tickets





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**READY TO SPONSOR BSSJ'S 2024 BEST IN THE WEST
SHOWDOWN? CAPTURE THE QR CODE, FILL OUT THE FORM
& GET READY FOR THE FUN!**

WWW.BIGSKYSKIJORING.COM



MARKETING

2023 MARKETING EFFORTS

We are pleased to share our official 2023 Best in the West Showdown posters as a testament to our marketing efforts. Two variations ensure the event resonates with the people seeking a truly wild and western Montana experience. And the only thing missing? Your company's logo.

In addition to our environmental marketing, we are pleased to share that our competition was broadcast last year on Cowboy Channel+.

Your support is what makes this fantastic competition grow and improve year after year.

EVENT EXPOSURE & SOCIAL REACH

Covered by **173** news sources including newspapers, online news, and industry press. A total potential audience of **88.9M**

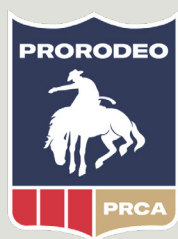
Total social views for both highlight reel edits* **3.4M**

Cumulative views from partners and reposts* **5-6M**

- Unofficial Networks
- Wrangler
- Snobrians

**as of 6/15*

AS SEEN ON TV



POSTERS



BEST IN THE WEST SHOWDOWN 2023



BIG SKY SKIJORING

FEBRUARY 4 - 5, 2023 ★ BIG SKY TOWN CENTER

————— \$15,000 —————

GUARANTEED ADDED - 100% PAYBACK

LIVE RACING DAILY FROM 11 - 3

FAMILY EVENT ★ ALL AGES WELCOME ★ FOOD ★ DRINKS ★ MUSIC

THANK YOU FOR YOUR SUPPORT!



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