



LA Council of Ski Clubs presents

FWSA 75th Anniversary



& FWSA 73rd Convention

June 9-12, 2005 Westin Long Beach

Sponsorship Levels

The Far West Ski Association (FWSA) is a non-profit, volunteer based, consumer-oriented organization dedicated to developing programs to serve its members and to enhance and protect the sport of skiing. FWSA represents ten regional councils with 150 ski clubs with 50,000 enthusiastic skiers/boarders located throughout the states of Arizona, California, Nevada, New Mexico, Oregon, and Washington.

The Association conducts active programs in ski safety, ski history, public lands development, industry marketing, athletic development, recreational racing, travel, communications, council development, education, community support and awards. The Far West Racing Association (FWRA) offers specialized marketing opportunities through its program, which represents 9 racing leagues with an estimated 11,600 racer starts for 2003-2004.

The Association will celebrate its 75 years of snowsport development at the Convention held at the Westin Long Beach, June 9-12, 2005 hosted by Los Angeles Council with support of Orange Ski Council.

Sponsorship Levels	\$15,000	\$10,000	\$5,000
Color advertisement in the <i>Far West Skier's Guide</i> . Distribution of 40,000 with an adult readership of 200,000. This magazine is used as a reference for ski clubs and resorts for the entire year.	full page	half page	1/4 page
B&W half page advertisement in <i>The Councilman</i> newsletter. Distribution of 600 four times a year to key club, council and FWSA officers.	4 issues	2 issues	1 issue
Placement on FWSA website www.fwsa.org for the calendar year of the sponsorship, with editorial and a link included to sponsor's website. There are 65,000 unique visitors a year to the site.	two years	one year	half year
Convention banner and literature with sponsor logo will be displayed at the Ski Dazzle Show in Los Angeles. 200,000 visitors attend this annual ski/snowboard show.	yes	yes	yes
Logo display on mobile bill board advertising. We choose the location to maximize our exposure. Estimate 250,000 impressions a day. Will display a minimum of 3 days up to a maximum of 6 days.	yes	yes	—
Mention of sponsor on local radio with ad banner and link on their web site. Minimum ten 30 second spots with 50,000 impressions per spot.	yes	—	—
Logo displayed on local advertising in the free local papers. Combined circulation is 65,000 adults in the Long Beach area.	yes	yes	—
Banner (provided by sponsor) prominently displayed at FWSA Convention. 300 delegates and 500 local residents attend the Silent Auction. Banners will be displayed in promotion photos taken at the event.	yes	yes	yes
Exhibit space at the Convention and registration for two representatives to attend the annual FWSA Convention.	yes	yes	yes