

Join the **75 Year** Celebration
of Contributions in the Far West to
Snowsport Development

FWSA 73rd Convention

75th Anniversary

June 9-12, 2005

Westin Long Beach



"The Voice of the Western Skier"



FOUNDED 1930

www.fwsa2005celebration.org

Far West Ski Association Celebrates 75 Years of Snowsport

The Far West Ski Association (FWSA) is a 501(c)(7) non-profit organization (Tax ID. 95-3968802). FWSA is a volunteer based, consumer-oriented corporation dedicated to developing programs to serve its member clubs and to enhance and protect snowsports.

FWSA represents ten regional councils with 150 ski clubs located throughout the states of Arizona, California, Nevada, New Mexico, Oregon, and Washington.

The Association conducts active programs in on-snow safety, ski history, public lands development, industry marketing, recreational racing, travel, communications, education, community support and awards.

The Association will celebrate its 75th Anniversary at its Annual Convention at the Westin in Long Beach, CA, June 9-12, 2005. This gala event will be hosted by the Los Angeles Council of Ski Clubs.



FWSA Convention Historical Events

Historical Exhibits

Past FWSA Awardee Reunion Reception

History Discussion Groups

Snowsport Celebrity Speakers

Program Highlights

Silent Auction

Travel Expo

Luncheon

Dinner Banquet

Ski/Board Demonstrations

Golf Tournament

Dancing

Awards Presentations

Business Affairs

Racer Meetings

FWSA Business Meeting

Travel Bid Meeting

Educational Seminars

Historical Exhibits Proposed *(a short list)*

History of California Ski Association

History of Far West and USSA

History of Far West Councils

History of Far West Ski Clubs

Ski Jumping in the Early Days

Dry Land Skiing

US Citizen Race Program

Far West Competitive Race Program

Far West Climbs Mt. Everest

Far West Flight Program

Ski Proficiency Tests

National Ski Patrol

Snowshoe Thompson & the US Mail

Squaw Valley Olympics

Tribute to Pioneer Ski Filmmakers

Western American Skisport Museum

Mammoth Museum

Mineral King Proposed Ski Area

Peppermint Mountain Campaign

Lost Ski Areas of the Far West

Dave McCoy and his Mountain

Tommi Tyndall Pioneering of Snow Making

Hjalmar Hvam Ski Binding Innovation

Professional Ski Instructors Association

Partnership

Opportunities for 2005 Convention

Partnership opportunities are available for the 2005 Convention celebrating the 75 year history of the development of snowsport in the Far West Ski Association include the following—

Guest Speakers

- Key Note Speaker (to be announced)
- Guest Snowsport Celebrities (to be announced)
- Guest Snowsport Legends (to be announced)

Historical Collateral Material

- DVD, CD, hard copies, multi-media presentation

History Reception & Reunion

- Cocktails
- Hors d'oeuvres
- Music

Awards Banquet Dinner & Dance

- Cocktails
- Band

Silent Auction (Open to public)

- Fabulous Travel Packages for Auction
- Cocktails
- Hors d'oeuvres
- DJ

Awards Luncheon

- Cocktails
- Guest Speaker
- Raffle



What a Partner Can Expect

- Multi media exposure before, during, and after the event, locally & regionally.
- Partner Supplied Banner prominently displayed at the Convention.
- Partner Logo displayed on Event Promotions (*radio, banners, bill boards, etc.*).
- Acknowledgement of Partner on FWSA web site, www.fwsa.org.
- Color Ad in *Far West Skier's Guide* (*size based on donation*).
- Acknowledgement of Partner in annual *Far West Skier's Guide*.
- Acknowledgement of Partner in *Far West Councilman* Newsletter.
- Registration for two representatives to attend FWSA Convention, based on sponsorship level.
- Exhibit Space at the Convention, based on sponsorship level.
- Special marketing promotions at the Convention, based on event sponsored.

How the Community Benefits

- Provide an opportunity to meet with the Legends of Snowsport in the Far West Region.
- Provide an opportunity to meet with Snowsport Resort Reps throughout the world.
- Preserve our history of Snowsport.
- Expose a whole new generation to the history of Snowsport.

Historical Highlights



Champions at a Far West jumping meet in the 1930s—**Hjalmar Hvam, Roff Wigaard, Roy Mikkelson, Johnny Elvrum, Jim, and Norge.**



2004 Convention in Reno, NV—
Special Guests **Dave & Roma McCoy**



Jean-Claude Killy, Jimmie Heuga & Billy Kidd —
Challenged FWSA clubs in 1989 to a North versus South competition in the Jimmie Heuga Snow Express at Mammoth Mountain.



The Far West banner taken to the top of Mt. Everest in 1995—**Steve Reneker** climbed in memory of fellow Patroller, **David Tollakson.**

The organization of skisport in California was the result of an effort to win the 1932 Winter Olympics for Yosemite. In spite of losing the bid, the National Ski Association (NSA) gave the sanction to the California State Chamber of Commerce to organize the California Ski Association (CSA).

October 7, 1930, “Hall of Famer” Wendell Robie of the Auburn Ski Club, organized strong club support to form the California Ski Association. At the NSA convention in Chicago, December 14, 1930, CSA was accepted as an affiliated division, and California was awarded the 1932 National Ski Tournament.

In 1946, the Area Development Committee was formed to concentrate on getting two ski areas approved — San Geronio and Mineral King. FWSA fought a valiant fight for the next 18 years but it wasn't until the 1964 Wilderness Act was passed, that the push to develop San Geronio and Mineral King was over.

At their Convention in 1948, CSA changed its name to the Far West Ski Association (FWSA) to have a name more representative of the geographical area it encompassed.

Recreational skiing spiraled upward following the 1960 Olympic Games at Squaw Valley. In 1962, the National Ski Association emerged as the United States Ski Association (USSA) and FWSA became its Far West Division.

By the mid 70s, FWSA expanded to the point where recreational skiers outnumbered the competitive skier. FWSA was divided into two operating divisions, one concentrating on the recreational and political aspects of skiing and the other directing the operation of sanctioned race programs that developed the youth of America for the US Ski Teams. Far West Skiing became the official sanctioning body for junior racers.

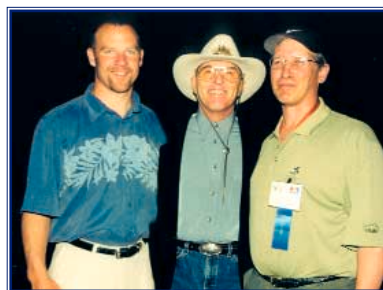
At the 1985 Convention, FWSA severed its ties to USSA and FWSA was activated as the all volunteer organization that it is today.



Far West 1998 Convention at Humpreys in San Diego, CA —
Olympic Medalist, **Nikki Stone,**
MM & Film Maker, **John Jay.**



Far West sent 7 junior racers to Europe on a charter flight in 1962—**Henry Hamilton, Roger Tanisoff, Spider Sabich, Sutter Kunkel, Jim Morning,**
(front row) **George Batchelder, Coach Dave McCoy,** (second row) **Kathy & Wendy Allen** (top row).



Far West 2002 Convention in Portland, OR —
Olympic Medalists **A.J. Kitt, Billy Kidd** and **Bill Johnson.**



Far West 2003 Convention in Rancho Mirage—
Olympic Medalists **Chris Klug, Nancy Greene, Jimmie Heuga, Debbie Armstrong, Billy Kidd.**



LA Council of Ski Clubs presents

FWSA 75th Anniversary & FWSA 73rd Convention

Sponsorship Opportunities

June 9-12, 2005 at Westin Long Beach

As a non-profit organization (Tax ID 95-3968802), the FWSA programs and services are funded through sponsorship support. Active programs are conducted in ski safety, ski history, public lands development, industry relations, athletic development, recreational racing, travel, communications, council development, education, community support, and awards.

All sponsors receive promotion in ski club, council and FWSA publications; placement of logo and link to company website on the FWSA website and convention website; logo included on convention advertising; priority placement of sponsor supplied banner at the convention; publicity pictures with guest celebrities; recognition announcements; and special promotion in conjunction with the event sponsored. Sponsors are encouraged to participate in package events. See "Sponsor Levels" for list of benefits.

The 73rd annual Convention offers a number of sponsorships as we celebrate our 75th anniversary. The following are sponsorship opportunities for this Convention to be held at the Westin in Long Beach, June 9-12, 2005.

Historical DVD— \$2,500

Sponsorship provides finances for the production of an historical DVD for delegates and Silent Auction attendees. Sponsor logo will be prominently displayed on the disc.

History Exhibit— \$1,000

Sponsorship provides table rentals for the Ski History Exhibit. Sponsor participates in the Silent Auction festivities and the History Reception and Reunion. Silent Auction is open to the public.

Guest Speaker— \$1,000 per guest

Sponsorship defrays the cost of air, lodging and transportation for invited Snowsport Celebrities and Legends.

Delegate Bags— \$5,000 or product

Logo(s) printed on bags, distributed to all Convention attendees, carried with Convention materials throughout the weekend and used by delegates long after the Convention.

Delegate Name Badge Lariats— \$1,500 or product

Sponsor's name is wrapped around the necks of all Convention attendees on name badge lariats. Lariats (not a shoe-string) are specially ordered with sponsor's name and logo.

Saturday Snowsports History Reception & Reunion Package— \$12,000

Sponsor hosts the History Reception & Reunion event on Saturday afternoon. Ski legends, delegates, and the industry are invited to attend.

- **Cocktails— \$1,000 or product**
Sponsorship provides cocktails for the History Reception and Reunion on Saturday afternoon.
- **Corkage— \$1,000**
Sponsorship covers corkage fee for the History Reception and Reunion on Saturday afternoon.
- **Hors d'oeuvres— \$6,000**
Sponsorship provides hors d'oeuvres for the History Reception and Reunion on Saturday afternoon.
- **Musical Group— \$1,000**
Sponsorship provides the entertainment at the History Reception and Reunion on Saturday afternoon.
- **Multi-Media Presentations— \$3,000**
Sponsorship provides the audio-visual equipment at the History Reception and Reunion on Saturday afternoon.

More Sponsorship Opportunities for 2005

June 9-12, 2005 at Westin Long Beach

Golf Tournament— \$1,500

Sponsorship used to offset Golf Tournament fees and to purchase awards. Sponsor receives two tournament entry fees and participation in the Saturday Luncheon awards presentation.

Silent Auction Package— \$7,000

Sponsor hosts the Silent Auction event on Friday Evening. **This event is open to the public**, specifically the young, active, affluent residents that live at the newly revitalized Long Beach ocean front downtown area. Ski legends, delegates, and the industry are invited to attend.

- **Hors d'oeuvres— \$4,000**
Sponsorship finances hors d'oeuvres at the Friday night Silent Auction.
- **Beer/Wine— \$1,000 or product**
Sponsorship provides beer/wine for Friday night Silent Auction.
- **Silent Auction Corkage— \$1,000**
Sponsorship finances corkage for beer/wine at the Friday night Silent Auction.
- **Silent Auction Entertainment— \$1,000**
Sponsorship underwrites expense of a DJ for the Friday night Silent Auction.

Saturday Continental Breakfast— \$1,250 minimum

Sponsor hosts the Continental Breakfast and participates in the opening session of the Convention. *Sponsorship available to cover actual cost of \$6,000.*

Registration Packages — product

If your company is unable to participate as a sponsor this year, donations for delegates are welcome and much appreciated. We anticipate more than 300 delegates and 500 local residents attending the Friday night Silent Auction. We believe that the Saturday afternoon History Reunion & Reception will be attended by the delegates, industry and scores of ski legends.

Saturday Luncheon Package— \$15,000

Sponsor hosts the Saturday Luncheon and welcomes attendees. Special guest speaker (to be announced) will give a brief presentation on snowsport history. Sponsor give-away is placed on all tables (optional). Delegates, the ski industry, invited guests, snowsport celebrities and legends will be in attendance.

- **Luncheon — \$1,500 minimum**
Sponsorship provides lunch for delegates, industry, invited guests, snowsport celebrities and legends.
Sponsorship available to cover actual cost of \$13,000.
- **Beer— \$1,000 or product**
Sponsorship provides beer for the Saturday Luncheon.
- **Corkage — \$1,000**
Sponsorship finances beer corkage fee for Luncheon.

Saturday Evening Awards Dinner & Dance Package— \$30,000

Sponsor hosts the Saturday evening Awards Dinner & Dance and welcomes attendees. Sponsor to be seated at the head table. Special guest speaker (to be announced) to give an inspirational talk on snowsport history. Sponsor give-away is placed on all tables (optional). Delegates, ski industry, invited guests, snowsport celebrities and legends will be in attendance.

- **Dinner — \$2,000 minimum**
Sponsorship provides dinner for delegates, industry, invited guests, snowsport celebrities and legends.
Sponsorship available to cover actual cost of \$30,000.
- **Wine— \$1,500 or product**
Sponsorship provides 3 bottles of wine per table at the Saturday evening Awards Dinner & Dance.
- **Corkage— \$1,500**
Sponsorship finances the wine corkage fee for the Saturday evening Awards Dinner & Dance.
- **Band— \$2,000**
Sponsor underwrites expense of the band for the Saturday evening Awards Dinner & Dance.



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



LA Council of Ski Clubs presents

FWSA 75th Anniversary



FWSA 73rd Convention

June 9-12, 2005 Westin Long Beach

Ski / Board Demographics

Source: FWSA, MRI 2003 Database, Ski Magazine

The Basics—

Men 65% / Female 35%.
Average age is 44.
58% are married.

Education—

Twice as likely to be college educated or have a post-graduate degree.
71% more likely to be Professional/Managerial.
Twice as likely to hold a top management position.
89% own a computer.
98% have access to the internet.

Affluence—

62% have household incomes of \$75,000+.
37% have household incomes above \$100,000.
71% own homes.
22% own a second home / timeshare in the mountains.
81% plan to buy a second home in the mountains.

Sports Activity—

Our skiers average 25 days on the slope a season.
Average 4 extended ski trips a year.
Average 4 nights on extended trip.
Average 5 weekend/day trips a year.
Average \$10,300 per season on snow related travel.
They golf, boat, bike, or play tennis more than double the national average.
47% travel by air for overnight trips.

Social—

Skiers as a demographic are nearly 3 times as likely to go to bars/nightclubs (2-3 times/month).
70% more likely to drink bourbon.
88% more likely to drink whiskey.
68% more likely to drink gin.
52% more likely to drink tequila.

Travel—

70% more likely to travel abroad.
40% engage regularly in foreign travel.
Twice as likely to take 5+ domestic trips each year.
Over twice as likely to be members of country clubs.

Vehicle of Choice—

Three times as likely to own/lease a Premium Luxury car.
Twice as likely to own a Premium Sports Car, a Mid-sized Luxury Car, or a Convertible.
They own/lease a Luxury SUV, double the national average.
They are nearly twice as likely to own/lease a Fullsize SUV.
10% of all cars in the US are registered in California.



LA Council of Ski Clubs presents

FWSA 73rd Convention 75th Anniversary

The Westin Long Beach
333 East Ocean Blvd., Long Beach
562.436.3000

June 9-12, 2005

Convention Highlights

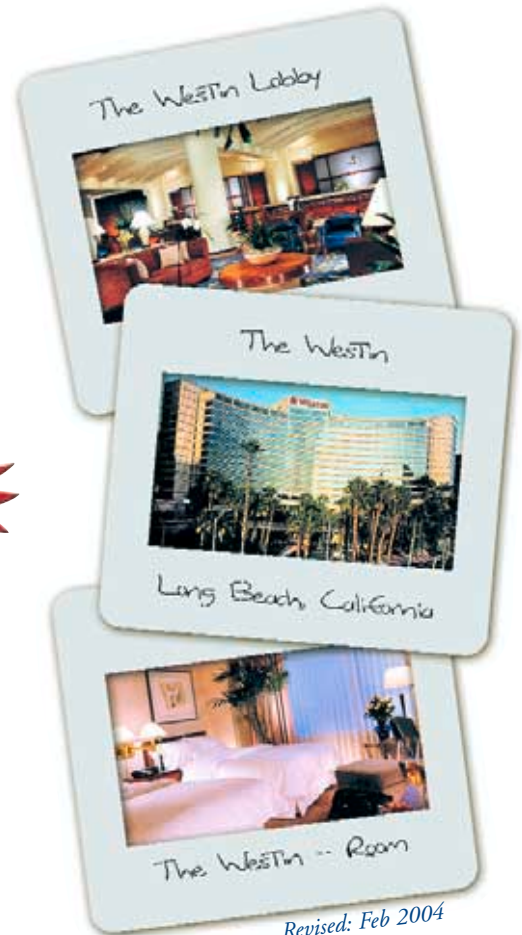
- Special 75th Anniversary Celebrations
- Far West Ski History Reunion, Reception & Exhibit
- Celebrity Guest Speakers
- Silent Auction & Travel Expo
- Saturday Awards Luncheon & Dinner Dance
- FWSA Business Meeting

Hotel Reservations (Single, double, triple, quad occ)

- \$129 before May 15, 2005
- Call 800-228-3000, say you're with Far West Ski Assoc.
- Visit www.FWSA2005Celebration.org
- Room rate available 3 days before/after event

Westin Long Beach Hotel Amenities

- A Starwood Hotel
- Turbo Net High Speed Internet Access Available
- In-room Mini Bar, Coffee & Tea Maker, Hair Dryers, Robes
- Fitness Facility, Outdoor Heated Pool
- Lounge, Restaurants, 24-hour room service
- Great Location and rooms with ocean view



Revised: Feb 2004

Optional Fun Activities

- Thursday Pub Crawl
- Friday Golf & other Optional Activities

Nearby Attractions for the Whole Family

Aquarium of the Pacific, The Queen Mary, Catalina Island, The Pike at Rainbow Harbor, Shoreline Village, Disneyland & California Adventure, Knott's Berry Farm, Universal Studios, Beverly Hills

Information

- Catherine Ohl, ohl@acatmeowz.com or 858-467-9469

