



AVSC AJAX CUP
December 29-30, 2013

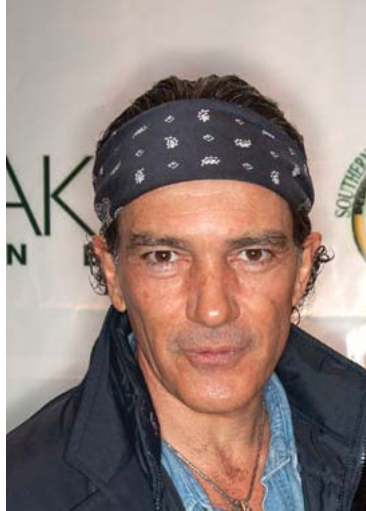


Photo Credit: Aspen Spin



Adaptive Team



Ajax Sponsors



Aspen at night



Chris Davenport, World Extreme Skiing Champion

A SIGNATURE ASPEN EVENT HOSTED BY ANTONIO BANDERAS

Ski and compete with Olympians, Paralympians, world-class athletes and celebrity skiers. Enjoy epic ski racing and Aspen's best Après Ski Party.

Get full access to a fabulous crowd at the busiest time of the year – "Holiday Week in Aspen" – with one of the community's legacy organizations.



2012 Winning Team

MAIN EVENTS

SUNDAY
DECEMBER 29, 2013

Team Training Runs and Handicapping on Aspen Mountain
VIP Members Only Racer Opening Party at Caribou Club

MONDAY
DECEMBER 30, 2013

VIP Tent at Gondola Plaza for Viewing and Dining
Ski Race at the Base of Aspen Mountain on Busiest Day!
Après Ski Party at St Regis Hotel
AJAX Cup Award Presentation

"This is actually the best fundraising event I've ever been to."



Photo Credit: Aspen Spin



ASPEN is an international community that is a unique confluence of affluence, celebrities, athletes, politicians and captains of industry. All are here for their fill of adventure, luxury and the finest in gourmet dining and nightlife.

Robb Report and *Worth* magazines document that a significant portion of the Forbes top 100 CEOs have homes here. In aggregate, the community has a billion-dollar-a-year economy and a population that swells to over 30,000 during the holiday season. In short, Aspen gives new meaning to a well-targeted audience.

"Aspen is the equivalent of St. Tropez-on-the-snow"
Travel & Leisure Magazine - February, 2012



ASPEN FOR THE HOLIDAYS

AROUND TOWN

Population spikes to 30,000+

Aspen hotel occupancy - 90%

Five-star Little Nell holiday occupancy - 100%

International guests from 60+ countries

\$63,000,000 in holiday week retail sales

One of busiest private airports in U.S.

Hollywood celebrities on the slopes and in the clubs

National and International media explode with coverage of Aspen

HOLIDAY WEEK VISITOR DEMOGRAPHICS

Average household income: \$400,000

Average age: 45+ years old

College graduate

of stays per year: +6

Average length of stay: 4 days

Children under 18: 29%

Aspen second home owner: 42%

Repeat Aspen guests: 67%



Antonio Banderas, Tyler Lindsay, Melanie Griffith



Antonio Banderas and AVSC future stars



Kurt Russell



Jeffrey Gorsuch & Jacolyn Bucksbaum



Kris Klug, Olympic Bronze Medal Snowboarder with Bail and Missy Klug

**SOLD OUT
EVENT!**

THE AJAX CUP CROWD

CELEBRITY HOST FOR 2013

Antonio Banderas

PAST CELEBRITY HOSTS

2012 – Antonio Banderas

2011 – Antonio Banderas & Melanie Griffith

2010 – Kurt Russell And Goldie Hawn

RACE TEAM BUYERS

CEOs of Major Corporations

Hedge Fund Managers

Major Financial Institutions

Internet and Technology Moguls

National Real Estate Developers

AJAX CUP MEDIA COVERAGE

Featured on Entertainment Tonight, covered by national luxury market magazines, images broadcast via Getty and on leading blogs.

AJAX Cup Event advertising and race day action prominently displayed on Gondola Plaza screens on one of Aspen Mountain's busiest days!

PAST SPONSORS

Aspen Art Museum

Aspen Peak Magazine

Aspen Skiing Company

Aspen Valley Hospital

Bombardier

Caribou Club

Casa Tua

Coca-Cola

Converse Eyewear

Corzo

Deutsche Bank

Fiduciary Trust

Global Tower Partners

Gorsuch Ltd

Guggenheim Foundation

KJUS

Red Bull

Rowland + Broughton

Sentient Jet

Southern Wine & Spirits

Spyder

Steel Partners

Tanteo Tequila

Woody Creek Distillers



SPONSOR OPPORTUNITIES

TITLE SPONSOR - \$50,000

EXCLUSIVE GOLD PACKAGE

- Presenting sponsor rights for the 2013 and 2014 Ajax Cup at \$50,000 per year with first right of refusal for 2014
- High-visibility placement on all collateral and in all media before, during and after the event
- High-visibility placement on prominent features during Aspen's busiest week
- Race Team Owner
- Full VIP access for 10
- Media and photo recognition with ski pros and celebrities
- Inclusion on all social media, web releases and outreach broadcasts
- Product placement in racer gift bags
- Opportunity for year-round exposure
- Exclusive mailings to AVSC's donor base



Chris Devlin-Young, 2011 World Champion Super G

SPECIAL EVENT SPONSOR - \$25,000

SILVER SPONSOR PACKAGES

- Exclusive naming and sponsor rights for the 2012 AJAX Cup happening of your choice:
 - 1) VIP Racer Opening Racer Party
 - * 2011 Caribou Club
 - * 2010 Gorsuch Ltd.
 - 2) Race Tent & Little Nell Gourmet brunch at Aspen Mountain's Gondola Plaza
 - 3) Apres Ski Party at a prominent in-town location
 - * 2011 Silver Circle Ice Rink
 - * 2010 Il Mulino
- Sponsor rights to the 2012 AJAX Cup event of your choice with first right of refusal for 2013.
- High-visibility placement on all collateral and in all media before, during and after the event
- Full VIP access for 8 and 8 all-day lift tickets
- Media and photo recognition with ski pros and celebrities
- Inclusion on all social media, web releases and outreach broadcasts
- Product placement in racer gift bags

PRODUCT SPONSOR - \$10,000

BRONZE SPONSOR PACKAGE

- Placement on all collateral and in all media before, during and after the event
- Full VIP access for 4
- Inclusion on all social media, web releases and outreach broadcasts
- Product placement in racer gift bags

SPONSOR - \$5,000

- Placement on all collateral and in all media before, during and after the event
- Full VIP access for 2
- Product placement in racer gift bags



ASPEN VALLEY SKI & SNOWBOARD CLUB (AVSC)
#1 SKI CLUB & #1 ADAPTIVE SKI PROGRAM IN THE U.S.A 2011

AVSC represents 76 years of tradition and ski racing excellence! Every important family in Aspen has a close connection to AVSC.

AVSC makes it possible for all local children to have fun while learning to be better, safer skiers and riders. Children gain self-confidence, lasting friendships and a personal connection to our mountains. We instill commitment, teamwork and integrity – values to help them throughout their lives on and off the snow.

- 2,200 children and young adults
- 725 scholarships
- 350 Latino participants
- 300 free equipment sets
- Nearly 1 million every year in program subsidies and scholarships



Gretchen Bleiler, 2006 Olympics and four-time Winter X Games Gold Medalist

AVSC AND ASPEN SKIING COMPANY HOST THE MOST PRESTIGIOUS SKI AND SNOWBOARD COMPETITIONS WORLDWIDE:

- World Cup Ski Racing
- Winter X-Games
- U.S. National Downhill Championship
- US Adaptive National Championships

AVSC ALUMNI INCLUDE

- 23 Winter Olympians
- 20 Winter X-Games athletes
- Junior Champions in all disciplines

AVSC ADAPTIVE PROGRAM INCLUDES

- USOC Adaptive team
- Recent U.S. Military Veterans
- Future Paralympians

AVSC RESULTS

- GRETCHEN BLEILER - 2006 Winter Olympics Silver in the Half pipe, 2008 ESPY Award, four-time Winter X Games Gold Medalist
- SIMI HAMILTON - 2012 Nordic World Cup Championships in Norway 7th in the XC sprint
- NOAH HOFFMAN - 2012 Nordic World Cup Championships in Norway Silver in the 15K XC
- ALICE MCKENNIS - 2012 World Cup Downhill
- TORIN YATER WALLACE - 2012 Euro X-Games Gold in the skier half pipe, 2011 Winter X Games Gold
- CHRIS DEVLIN YOUNG - 2011 IPC World Championships Gold in the Super G
- LAURIE STEPHENS - 2011 IPC World Championships Silver in Downhill, Super G and Bronze in Super Combined
- (*IPC INTERNATIONAL PARALYMPIC COMMITTEE)
- Wiley Maple – 2013 Europa Cup Downhill Gold Medal
- Alice McKennis – 2012 World Cup Downhill, 2013 World Cup Downhill Gold in St Anton
- Torin Yater Wallace – add in: 2012 Winter X Games Bronze in skier pipe

“THE CLUB HAS A REAL
FAMILY ATMOSPHERE, A FAMILY
OF RACERS AND COACHES.
IT’S MORE THAN A SKI CLUB –
IT’S A BUILDING BLOCK FOR
YOUNG LIVES.”

Andy Mill,
1976 Winter Olympics Competitor



Aspen Valley Ski and Snowboard Club
300 AVSC Dr., Aspen, CO 81611
970-205-5100 • www.teamavsc.org

