



January 8-11, 2023
The Lodge at Spruce Peak
Stowe, Vermont

MAIN EVENT SPONSORSHIP PACKAGES

**SUNDAY NIGHT COCKTAIL
RECEPTION**
6:00pm - 9:00pm
*Exclusive: \$8,500**

Activities include:

- Give-aways, Door Prizes & Raffles

MONDAY NIGHT DINNER
7:00pm - 10:00pm
Co-Sponsors (limited to 2):
\$10,000*

Activities include:

- Charity Presentations
- Raffles & Live Auction

**TUESDAY EVENING
COCKTAIL RECEPTION**
5:30pm - 7:00pm
*Exclusive: \$9,500**

Activities include:

- Awards Ceremony
- Raffles & Live Auction

Sponsorship benefits for each event:

- RFK attendance for 4 "Race Team" participants, including:
 - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)
 - Two pairs of 2-day lift tickets
- Sponsor welcome to participate in onstage programs (e.g., Welcoming Remarks, Raffle drawings, Speaker introductions, Award ceremony)
- Sponsor thanked by event emcee during announcements at each night's event
- Premium branding throughout the event, including:
 - Logo on slideshow during events
 - Logo on sponsor posters welcoming RFK participants at dinners and receptions
 - Logo on one 3' x 8' banner outside the lodge on the ski slope
 - Sponsorship credit on Event Itinerary printed on all participant lanyards
 - Sponsor may provide branded goody bag or premium keepsake
 - Sponsor may include collateral material in registration packet
- RFK participant contact list will be provided post-event

* Additional guest passes can be added to the package for incremental charge.

SPONSORSHIP PACKAGES FOR THE FIRESIDE FORUMS

*Sunday Evening, Monday Afternoon and Tuesday Afternoon
at the Lodge at Spruce Peak*

The Fireside Forums add an unparalleled business opportunity to engage in interactive and casual conversations with senior marketing executives from leading financial services firms and their agencies in an intimate setting that accentuates the camaraderie of our industry. Sponsors can leverage this unique experience to align their brands with memorable and thought-provoking content.

The opportunity for our sponsors:

- Panel discussions will be moderated by sponsor representatives (Editorial or Sales/Marketing Leadership).
- Sponsor representatives will be invited to welcome the audience and introduce each panelist / presenter on stage. No pitching.

BRANDING OPPORTUNITIES

- Each forum will include an open bar and sponsors are encouraged to provide branded accessories (e.g., napkins, stirrers, beer koozies, wineglass charms). No sales materials.

BENEFITS FOR SPONSORS OF EACH FORUM

- Your logo on signage at the Forum and on the oversized sponsor posters welcoming all RFK participants at Registration
- List of RFK business attendees provided post-event
- Ad (300x25) on www.thefcs.org for one month period in 2023.
- Four ads (300x25) in FCS event email blasts (between Jan-Mar 2023).

PRICING

- Sunday Forum, includes 4 RFK participants (with lift tickets): **\$8,500** (*exclusive*)
- Monday Forum or Tuesday Forum, includes 4 RFK participants (with lift tickets): **\$10,000** (*each day, exclusive*)

ADDITIONAL SPONSORSHIP PACKAGES

BREAKFAST: \$7,500 (limited to 2 sponsors)

- Sponsors own both Mon. & Tues. breakfasts
- 2' x 3' sponsor posters welcome RFK participants
- Opportunity to decorate breakfast area with additional signage, or on-tray paper collateral
- Opportunity to display/distribute marketing materials (e.g., publications)
- RFK contact list provided to sponsor post event
- Event Itinerary lists Sponsor's name
- RFK attendance for 2 "Race Team" participants, including:
 - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)
 - Two 2-day lift tickets

SNOW ANGEL SPONSORSHIPS: \$5,000 (limited to 6 sponsors)

This sponsorship opportunity provides financial assistance for the three families representing their respective charities during the RFK weekend (e.g., transportation, food, lodging, special needs). In addition, a special day will be planned for these families to enjoy the resort and spend time with guest celebrity Donna Weinbrecht, former Olympic Gold medal Freestyle Skier.

Includes:

- 3' x 8' vinyl banner displayed outdoors at Stowe Mountain Resort
- Sponsor may include promotional material in registration pack
- Event itinerary lists Snow Angel sponsor

RACE COURSE SPONSORSHIPS: \$5,000 (limited to 4 sponsors)

- 2' x 3' sponsor posters welcome RFK participants
- RFK contact list provided to sponsor post event
- Event itinerary lists Sponsor's name
- RFK attendance for 2 "Race Team" participants, including:
 - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)
 - Two 2-day lift tickets

RACE CAMP & EXPLORE STOWE WITH DONNA WEINBRECHT: \$5,000 (exclusive)

- 2' x 3' sponsor posters welcome RFK participants
- RFK contact list provided to sponsor post event
- Event itinerary lists Sponsor's name
- RFK attendance for 2 "Race Team" participants, including:
 - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)
 - Two 2-day lift tickets

**MONDAY NIGHT RECEPTION, 9:30PM-12:30AM and
TUESDAY NIGHT RECEPTION, 9:30PM-12:30AM**

Both nights: \$6,500 (limited to 6)

- Branded signage at Midway Lodge and The Cottage
- DJ/Music provided; DJ announces Sponsor multiple times during event
- Event itinerary lists Sponsor's name
- RFK participant contact list provided to sponsor post event
- RFK attendance for 4 "Race Team" participants, including:
 - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)
 - Four 2-day lift tickets

RACE BIBS SPONSOR: \$6,000

- Up to 100 Racers wearing your Brand on Race Day
- Serves as keepsake for racers
- RFK contact list provided to sponsor post event
- Event Itinerary lists Sponsor's name
- RFK attendance for 4 "Race Team" participants, including:
 - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)
 - Four 2-day lift tickets

ADDITIONAL EXCLUSIVE SPONSORSHIPS

After Party Shuttle	\$2,000
Ski Valet Sponsor	\$2,000
RFK Helmet Sticker	\$1,500
Quad-Chairlift Sponsor	\$1,000
Gondola lift Sponsor	\$1,000
Race Results Sponsor	\$1,000
Photography Sponsor	\$1,000
Supporting Sponsor (3'x8' Banner at event)	\$500

Create your own package!

We are open to customizing a sponsorship to align with your preferred activity / messaging, and one that can accommodate your full consort of attendees.

Please contact Kevin Windorf at 908-858-0427

REGISTRATION INFORMATION and TEAM PACKAGES

TEAM SPONSORSHIP PACKAGES

SLALOM SKI TEAM PACKAGE **BEST DEAL!**

with Lift Tickets: **\$8,800**

without Lift Tickets: **\$6,800**

8 TEAM MEMBERS

An additional six adult guest passes may be purchased. This highest-level of team sponsorship also includes:

- Special training session with Donna Weinbrecht, Olympic Freestyle Gold Medallist and World Cup Mogul Champion, for your race team and guests
- Prominent listing of company name on event signage
- Prominent mention at all event functions: Monday Dinner, Ski Race, Tuesday Awards Ceremony

PLATINUM SKI TEAM

with Lift Tickets: **\$5,200**

without Lift Tickets: **\$4,200**

4 TEAM MEMBERS

An additional six adult guest passes may be purchased. This sponsorship also includes:

- Special training session with Donna Weinbrecht, Olympic Freestyle Gold Medallist and World Cup Mogul Champion, for your race team and clients
- Prominent listing of company name on event signage
- Prominent mention at all event functions

GOLD SKI TEAM

with Lift Tickets: **\$4,050**

without Lift Tickets: **\$3,300**

3 TEAM MEMBERS.

An additional four adult guest passes may be purchased. This sponsorship also includes:

- Prominent listing of company name on event signage
- Prominent mention at all event functions

SILVER SKI TEAM

with Lift Tickets: **\$2,750**

without Lift Tickets: **\$2,300**

2 TEAM MEMBERS.

An additional three adult guest passes may be purchased. This sponsorship also includes:

- Prominent listing of company name on event signage
- Prominent mention at all event functions

BRONZE SKIER

with Lift Tickets: **\$1,400**

without Lift Tickets: **\$1,175**

1 TEAM MEMBER.

An additional two adult guest passes may be purchased. This sponsorship also includes:

- Prominent listing of company name on event signage

INDIVIDUALS (w/o sponsorship)

MOGUL **\$1,200**

Limit one per organization. May purchase one adult guest pass.

- Includes lift tickets, clinics, all receptions and parties; individual participants will be grouped into race teams of four.

PATRON **\$1,000**

One adult guest pass for an industry participant, includes access to all RFK receptions; does not include lift ticket or race participation. Cannot purchase guest passes.

ADDITIONAL GUESTS

BUSINESS GUEST PASSES

with Lift Tickets: **\$1,100**

without Lift Tickets: **\$850**

Business guests are welcome to attend fireside forums, receptions, dinners and after parties.

SPOUSES/PARTNERS GUEST PASSES

with Lift Tickets: **\$735**

without Lift Tickets: **\$500**

Spouses/partners are welcome to attend receptions, dinners and after parties.

KIDS GUEST PASSES (age 4-12)

with Lift Tickets: **\$350**

without Lift Tickets: **\$150**

Kids are welcome to attend the Welcome Reception, the Group Dinner and the Awards Ceremony.

Age 3 and under: FREE

ALL PACKAGES INCLUDE:

- **Sunday Evening Reception** (*light dinner / 2 drink tickets*)
- **Monday & Tuesday Breakfast** (*your RFK lanyard entitles you to free breakfast at Spruce Base Camp*)
- **Monday Group Dinner** (*buffet / 2 drink tickets*)
- **Tuesday Awards Reception** (*heavy hors d'oeuvres / open bar*)

Business Guests are invited to 3 Fireside Forums (*open bar*)

Adult Guests are invited to 2 After Parties (*open bar for first half hour*)

YOU MUST WEAR YOUR RFK LANYARD TO ALL EVENTS