

TETON VALLEY



2026

SPONSORSHIP PACKET



GET READY TO
SADDLE UP & SEND IT

THE GRAND SHOWDOWN

FEBRUARY 21 & 22, 2026

WHY SKIJORING MATTERS

Skijoring is more than a thrilling competition. It is a community tradition that brings neighbors together in the heart of winter. The sport challenges the athleticism of skier, rider, and horse, showcasing teamwork and grit in a way few events can.

Just as importantly, it adds energy and excitement to our long Teton Valley winters, giving locals and visitors a reason to gather, celebrate, and share in one of the fastest growing winter sports in the country.



WHY SPONSOR?

Your sponsorship fuels this momentum. It supports an event that entertains thousands, strengthens our local economy, and creates lasting memories for families and friends.

By partnering with Teton Valley Skijor, your brand gains visibility with an engaged audience while supporting an event that strengthens community pride, promotes outdoor recreation, and brings people together.

2025 KEY EVENT METRICS

EVENT REACH AND GROWTH

4,946 EVENT ATTENDEES OVER THE COURSE OF THE TWO-DAY EVENT

1.7X YEAR-OVER-YEAR GROWTH, SEEING CONSISTENT INCREASE OVER THREE YEARS

AUDIENCE AND COMPETITOR LOYALTY

94% OF SPECTATORS WOULD RETURN TO OR RECOMMEND THE EVENT

92% OF COMPETITORS PLAN TO RETURN

TOURISM AND ECONOMIC IMPACT

81% OF SPECTATORS TRAVELED SPECIFICALLY TO TETON VALLEY FOR THE EVENT



ATTENDEES FROM 34 STATES AND CANADA

WHAT THIS MEANS FOR SPONSORS

BRAND EXPOSURE

OVER 5,000 ENGAGED FOLLOWERS. EXTENDED VISIBILITY THROUGH RECOMMENDATIONS AND SOCIAL SHARING.

HIGH GROWTH EVENT

EVENT ATTENDANCE NEARLY DOUBLES YEAR OVER YEAR, WITH BOTH SPECTATORS AND COMPETITORS RETURNING. YOUR BRAND IMPACT GROWS WITH TETON VALLEY SKIJORING.

TOURISM IMPACT

DELIVERS MEASURABLE ECONOMIC VALUE AND POSITIONS SPONSORS AS KEY COMMUNITY PARTNERS.

SKIJOR VIRALITY

SKIJORING HAS SURGED ONLINE. FROM 1M+ IMPRESSIONS IN 2024 TO 42M+ IN 2025, WITH 190M+ PROJECTED FOR 2026. OUR OWN EVENT IS RIDING THAT WAVE, WITH TOP VIDEOS HITTING 958K VIEWS AND 88K+ LIKES ORGANICALLY.

Event Sponsorship: Levels & Benefits

BENEFIT	TITLE \$15,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500	SADDLE UP \$750
PROMOTION AS EVENT TITLE SPONSOR ON ALL EVENT MATERIALS AND CONTINUAL FEATURE ON JUMBOTRON*	YES	NO	NO	NO	NO	NO
SPONSOR OF INSTANT REPLAY, TIMER, TEAM NAMES**	YES	YES	NO	NO	NO	NO
COLOR LOGO ON JUMBOTRON DISPLAYED MULTIPLE TIMES DAILY THROUGHOUT THE RACE*	YES	YES	YES	NO	NO	NO
15-SECOND FEATURE SPOT ON JUMBOTRON & COWBOY CHANNEL DAILY *	YES	YES	YES	NO	NO	NO
LOGO ON CAMERA-FACING COURSE BANNER*	YES	YES	YES	YES	NO	NO
PRIORITY PARKING	YES	YES	YES	YES	YES	NO
RECOGNITION FROM ANNOUNCER'S BOOTH DAILY	YES	YES	YES	YES	YES	NO
BOOTH SPACE AT EVENT	YES	YES	YES	YES	YES	NO
COLOR LOGO ON ADS AND/OR WEBSITE *	BOTH	WEBSITE	WEBSITE	WEBSITE	WEBSITE	WEBSITE
LOGO ON BANNERS IN VENUE AND/OR ON THE COURSE*	BOTH	COURSE	COURSE	COURSE	COURSE	VENUE
SOCIAL MEDIA RECOGNITION	4	3	2	2	1	1
EVENT TICKETS (FULL WEEKEND) - YOU CHOOSE WHICH OPTION (TAILGATE <u>OR</u> GENERAL ADMISSION)	4 TG / 30 GA	3 TG / 25 GA	2 TG / 20 GA	1 TG / 15 GA	10 GA	5 GA

* Sponsors must purchase sponsorship and provide materials prior to the marketing deadline(s)

** Limited availability; first-come, first-served

IN-KIND SPONSORS

Your support doesn't have to be financial. By donating products or services such as prizes, hospitality, equipment, or logistics, you'll play a direct role in bringing the Teton Valley Skijoring Grand Showdown to life. In-kind contributions reduce event costs, enhance the experience for competitors and spectators, and allow us to dedicate more resources to growing the event, all while showcasing the strength and spirit of our community.



UNDERWRITING SPONSORS

In addition to our traditional sponsorship levels, we also offer underwriting opportunities. Underwriters help cover the direct costs of specific event elements, such as merchandise or equipment, so that more of our fundraising proceeds can go directly to supporting the event and our mission. Underwriting contributions are valued at the same level as equivalent cash sponsorships, and underwriters receive recognition tied to the item they support (for example, logo placement on merchandise or acknowledgment as the official underwriter of a program element). This is a great way to align your brand with a visible part of the Teton Valley Skijoring Grand Showdown while making a meaningful impact.

Note: In-kind and underwriting sponsors receive the same recognition as the equivalent level of cash sponsorship, with the exception of title sponsorships, which are available only through cash contributions.



INDIVIDUAL GIVING



Corporate sponsors will have their logos featured, but individual sponsors will also be acknowledged with the Teton Valley Skijoring branding. Community support is at the heart of why Teton Valley Skijoring exists—to create an event that encourages tourism, supports local businesses, and gives the valley something to rally around during the long winter months. By contributing as an individual sponsor, you're helping sustain a tradition that brings energy, visitors, and neighbors together when it's needed most.



Three heartbeats racing together—the rider, the horse, and the skier—define skijoring. Each brings power, precision, and trust, relying on one another in a split-second rhythm that defines the sport and unites the team.

Teton Valley Skijoring adds a fourth heartbeat: the heart of the community. Individual support shows just how big that heart is, keeping this event running strong and rooted in the spirit of the Valley.

LOOKING AHEAD

As we build on the momentum of this past season, we're planning for an even more impactful year ahead. We're excited to welcome back the Teton Valley Skijoring Grand Showdown, scheduled for February 21–22, 2026, with a continued focus on enhancing the experience for both competitors and spectators. Behind the scenes, we'll be working to improve on-site logistics—from traffic flow and signage to volunteer coordination and spectator amenities.

We also remain committed to offering our community practice days, which are donation-based and open to all skill levels. These gatherings not only help grow the sport of skijoring, but also provide a fun, inclusive way for locals to stay active and connected during the winter months. With your support, we look forward to making the 2026 season even more exciting, accessible, and community-driven.

THANK YOU FOR YOUR SUPPORT!



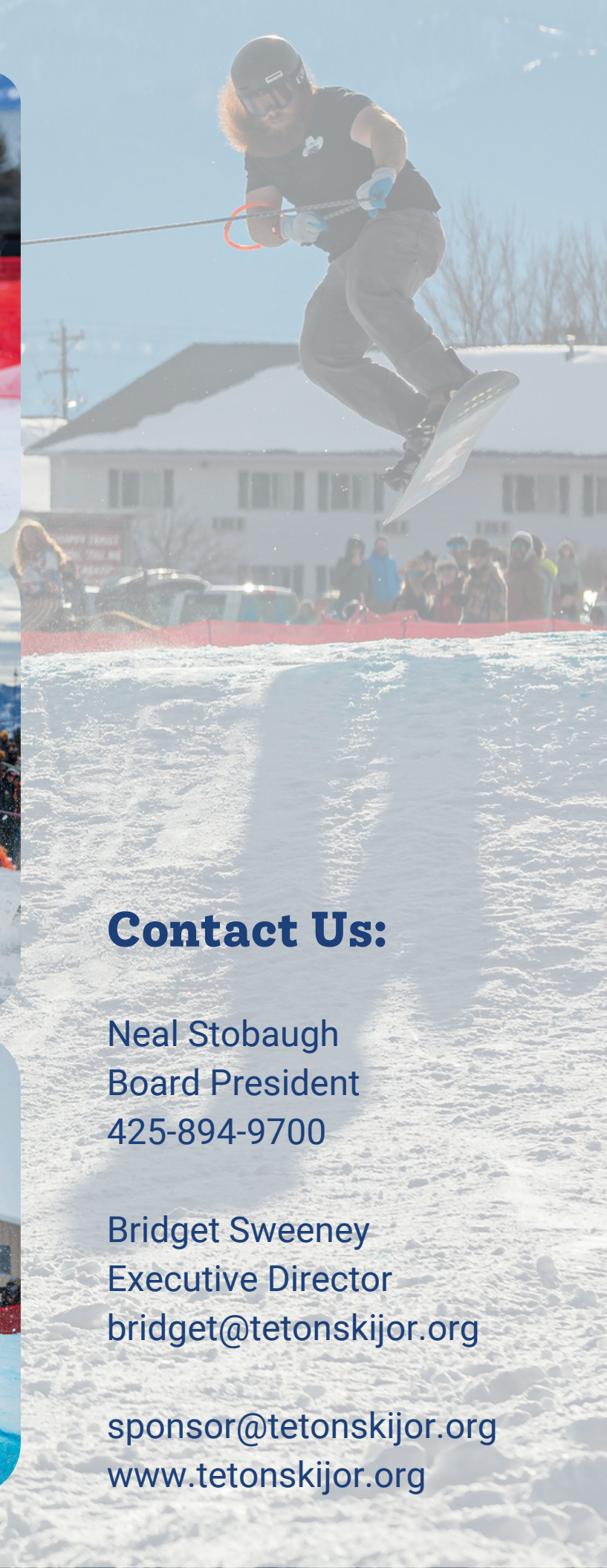
THE TETON VALLEY SKIJORING LEADERSHIP TEAM

From left to right:

Sean Riley, Board Member
Kathy Cisco, Board Treasurer
Scott Kelley, Board Member
Jenny Wade, Board Member
Betsy Marsh, Board Secretary
Julie Martin, Event Committee Member
Bridget Sweeney, Executive Director
Aaron Cisco, Board Member
Neal Stobaugh, Board President

Not pictured:

Kelsy Kopak, Board Member



Contact Us:

Neal Stobaugh
Board President
425-894-9700

Bridget Sweeney
Executive Director
bridget@tetonskijor.org

sponsor@tetonskijor.org
www.tetonskijor.org



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FEB. 21-22, 2026