



# Skeetawk

HATCHER PASS, ALASKA

## SKEETAWK

# SPONSORSHIP OPPORTUNITY

This packet contains the information on the sponsorship and advertising opportunities presented by the development of Skeetawk Ski Area.



# CONTENTS

*	3	THE OPPORTUNITY
*	4	ALASKA'S SKI INDUSTRY
*	5	THE MOUNTAIN
*	6	SPONSORSHIP OPPORTUNITIES
*	8	OTHER OPPORTUNITIES
*	9	WHY SPONSOR SKEETAWK

## THE OPPORTUNITY

An alpine ski area in Hatcher Pass has long been a dream of residents in the Mat-Su Valley and surrounding area who treasure this prime recreational spot. Skeetawk is a volunteer-driven tax-exempt 501c(3) working with the community toward the goal of opening a chairlift operated ski area on the eastern aspect of Government Peak. Works are in place for a triple chairlift, groomed trails, warming huts, a chalet and more. We have accomplished a few major hurdles, but we still need your help!

The chair lift is finally here, and installation has begun in earnest. But the final piece of the project lies in the communities hands. Skeetawk is excited to present the opportunity to be involved and have your name associated with this incredible project.



# ALASKA'S SKI INDUSTRY

ITS ON THE UP!

THE FOLLOWING NUMBERS SHOW THE ECONOMIC IMPACT THAT THE OUT-DOOR INDUSTRY HAS ON ALASKA.

(PROVIDED BY THE ALASKA CENTER OF ECONOMIC DEVELOPMENT)

**\$55MILLION**

## SNOW SPORT SPENDING

This is the average spent annually on snow sports. Including but not limited to Alpine skiing, Cross country skiing and Snowmachining.

**145,000**

## PARTICIPANTS IN SNOW SPORTS

Annually the state of Alaska sees this number of participants in a wide variety of snow sports. This is a number we feel should be more substantial.

**1,764 JOBS**

## ONE MORE DAY OUTSIDE

This is the number of jobs that would be created if 50% of all Alaskans and Visitors spent one more day outside. Skeetawk believes that their area will allow people to achieve this.



## THE MOUNTAIN

The ski area sits at mile 10.6 of the Palmer-Fishhook Road, going up to Hatcher Pass. The existing parking lot sits at about 1,450 feet above sea level. The beginner chair (triple chair) for phase 1a runs about 1,250' long and has a vertical gain of about 300 feet. The proposed main chair (high speed quad), phase 1b, would be about a mile long and have a vertical gain of over 1,200' (to approximately 2,650' above sea level).

Skeetawk is derived from the Dena'ina word Shk'ituk't, which means "where we slide down," and was the original Dena'ina name for the village before it was later renamed Kenai. The name was chosen after narrowing down hundreds of name submission ideas from the community and then the membership voted on the final name.

# SPONSORSHIP OPPORTUNITIES

All of our available sponsorships are for the life of the lift, approximately 30 years.

01

## COMMUNITY SPONSORED TRAIL

**\$1000 - \$2500  
RECOMMENDED**

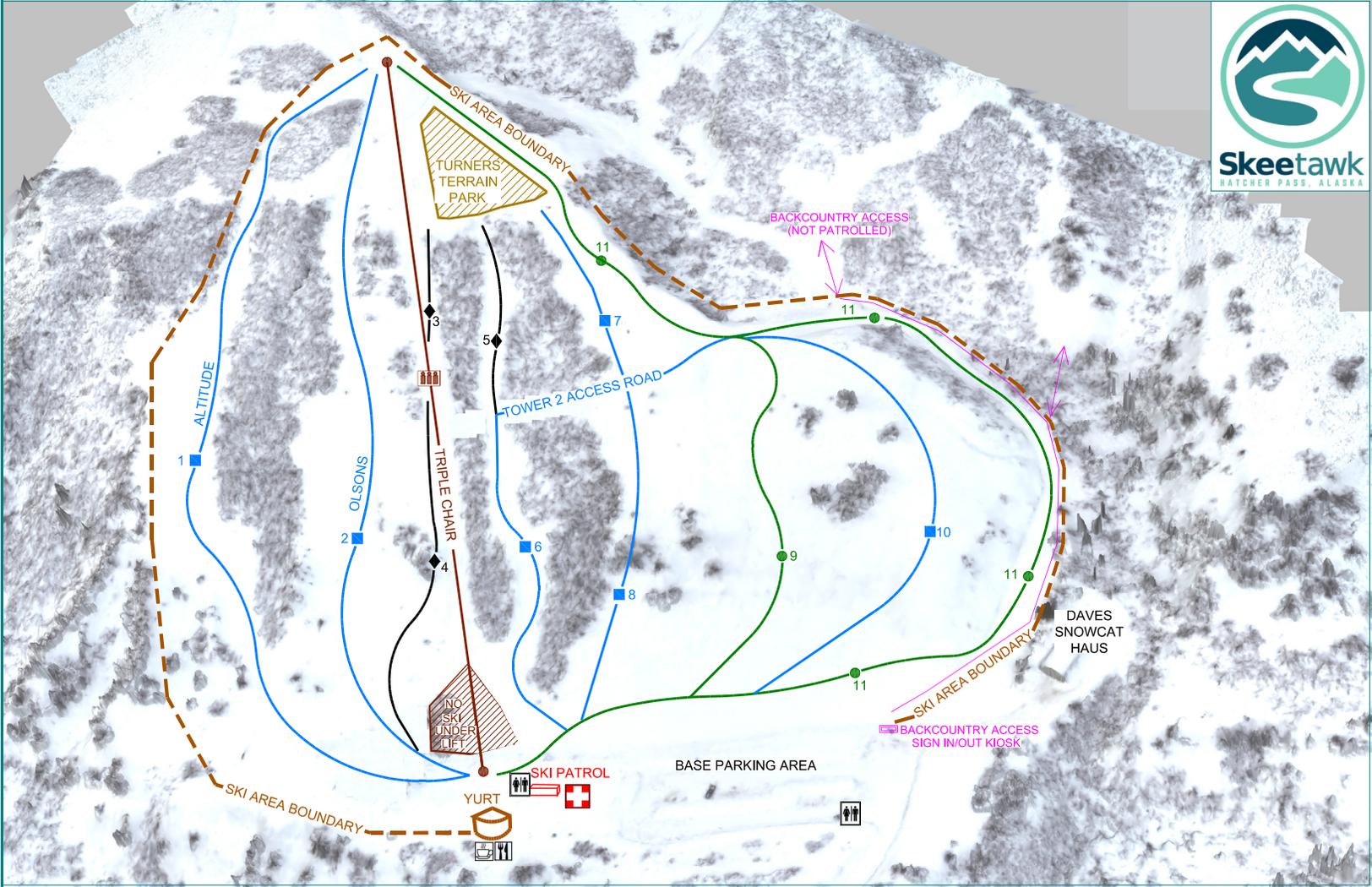
- Logo/name on donor board in chalet
- Be part of a group that supports the Skeetawk Mission
- Special edition Skeetawk Community Trail Shirt
- VIP party when ski area opens
- Open to any level of donations
- Get to vote on the trail name

02

## CHAIR SPONSORSHIP

**\$7,000**

- Advert on the back of a chair (only 30 chairs available!)
- Logo on the website and on the sponsor page
- Logo on donor board in chalet
- Special edition lift/chair donor shirt
- VIP party when ski area opens
- Social media mention at time of purchase
- Four free lift tickets
- One free family membership



03

## CHAIRLIFT SPONSORSHIP

This is our biggest sponsorship opportunity! Take advantage of this great value life long sponsorship. Get the chance to name your own chairlift and be advertised on it for the life of the chair lift (approx 30 years)

**\$600,000**

- ◇ Logo on the bottom and top lift shacks
- ◇ Mountain map has lift name and logo
- ◇ One private ski day for you and 30 friends
- ◇ Logo on the website and on sponsor page
- ◇ Logo on donor board in chalet
- ◇ Special edition lift/chair donor shirt
- ◇ VIP Party when ski area opens
- ◇ Social media mention at the open of each ski season
- ◇ 10 free lift tickets

# OTHER SPONSOR OPPORTUNITIES

04

## TRAIL SPONSORSHIP \$25,000

- Name a ski trail!
- Signs with trail name
- Mountain map with trail name and logo
- Logo on the website on the sponsor page
- Special edition donor shirt
- VIP party when ski area opens
- Social media mention at time of purchase
- Two season passes
- 10 free lift tickets
- One free family membership

05

## YURT SPONSORSHIP \$100,000

- Logo on the building
- Mountain map has the building name
- One private ski day for you and 30 friends
- Logo on the website and on sponsor page
- Logo on donor board in chalet
- Special edition donor shirt
- VIP party when ski area opens
- Social media mention at the open of each ski season
- 10 free lift tickets



## WHY SPONSOR SKEETAWK?

**Skeetawk is a tax-exempt 501 c (3) organization under the name Hatcher Alpine Xperience which makes us a tax-exempt organization (EIN 81-1056780). All donations are tax-deductible.**

**Help us build the future of the ski industry within the Matanuska Valley, and make this fantastic sport we all know and love accessible to the children of the future.**

**Skiing/Snowboarding allows us to get back in touch with nature and enjoy the great outdoors. Essential life skills and emotional intelligence can be taught and gained through the learning of new skills, for both children and adults alike.**

**For more information  
or for custom donations  
please contact us on**

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