

DIAMOND PEAK Ski Resort | Event Sponsorship Opportunities



Event Name: 2019 Luggi Foeger Uphill Downhill SkiMo Race & Festival
Event Date: Saturday, March 30, 2019 – Sunday, March 31, 2019
Regarding: Sponsorship Opportunities

Event Summary:

The 2nd Luggi Foeger Uphill/Downhill Festival is a two (2) day event at Diamond Peak Ski Resort, located in Incline Village, Lake Tahoe, Nevada. The event builds on the successful history of Diamond Peak's Uphill/Downhill Race and celebrates skiing, snowboarding, telemarking, alpine touring, and snowshoeing by bringing together winter enthusiasts of all types to interact and engage in a light-hearted competitive environment. The goal of the event is to reward both the winners of the men's and women's divisions, as well as competitors who show the most creativity and spirit in costume design and team spirit.

The event is being co-hosted by the Sierra Avalanche Center. A portion of proceeds will be donated to the center when the event is finished. The focus will be on fun, skiing, family and enjoying the great outdoors via human-powered sports.

Event Agenda (Subject to Change):

Saturday, March 30th 2019

On Snow Gear Demos - **10:00am – 3:00pm**

Race Information (Costumes Encouraged):

SkiMo Race (Long Double Lap) Open Male & Female Divisions, 4.6 Miles - **Start Time: 4:30pm**
SkiMo Race (Long Single Lap) Single Lap Combined Division All Ages, 2.6 Miles - **Start Time: 4:30pm**
SkiMo Race (Short Course) Youth Combined Division Under 17, 1 Mile - **Start Time: 4:30pm**

Awards Ceremony:

1. Women's Open Division
2. Men's Open Division
3. Long Course Single Lap Combined
4. Short Course Combined
5. Team Honors (Spirit & Lowest Time)

Après Ski Party @ Diamond Peak Loft Bar, **4:30pm – 7:30pm**
Band: The Drivers

Sunday, March 31st 2019

March of the Penguins Children's Ski Boot Base Area Race, Ages 12 and under. – **1pm Start Time**
Family Friendly Base Area Relay Race - **3pm Start Time**

Race Descriptions:

Competitors encouraged to race in costume, racers in costume may win spirit awards!

Open Course = 4.6 Miles (2.6 Miles Uphill)
Long Course = 2.6 Miles (1.3 Miles Uphill)
Short Course = 1 Mile (.5 Miles Uphill)

Awards/Sponsorship Needed:

Multiple sponsorships available in any category below.

- Men/Women Open (2 Grand Prizes, 6 Trophies or Medals)
Premier Supporter: Cash/Check/ Product Value greater than \$1500. Logo displayed on custom awards photo booth banner, "event brought to you by", and award presented by...
- Long Course Combined (2 Prizes, 3 Trophies or Medals)
- Short Course Combined (2 Prizes, 3 Trophies or Medals)
Peak Supporter: Cash/Check/ Product Value greater than \$750. Logo displayed on custom awards photo booth banner and award presented by...
- Team Spirit and Combined Lowest Time (8 Small / Medium Prizes, 8 Trophies or Medals)
Silver Supporter: Cash/Check/ Product Value greater than \$500. Logo displayed on event promo flier and award presented by...

Partners will receive a booth space at the start/finish/awards area. Please bring own supplies (table, tent, chairs). We hope you will join us for a fun filled weekend!

Deadline to be included in event materials: February 15, 2019