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MONTREAL  
CANADA

OCTOBER  
18-20  
2018



**PARTNERSHIP  
OPPORTUNITIES**





## iF3 MONTREAL, SINCE '07

Since its beginnings in 2007, iF3 has been the ski industry's big, notoriously extravagant reunion where athletes, movie producers, media, brands and fans get together and celebrate our sport.

- + **Movie Awards**  
international reputation for excellence
- + **Pop-up brand villages**
- + **Full-house cinemas**
- + **Bumping parties**

The 10<sup>th</sup> edition of the festival was noticed by all as the return to BALANCE

50/50 snowboard & ski movies, awards and industry partners. Side by side we continue in 2018 for the 11<sup>th</sup> edition. All snow & winter fanatics are looking forward to gather at the same venue in Montreal, celebrating the best "SHOTS" of the last season.



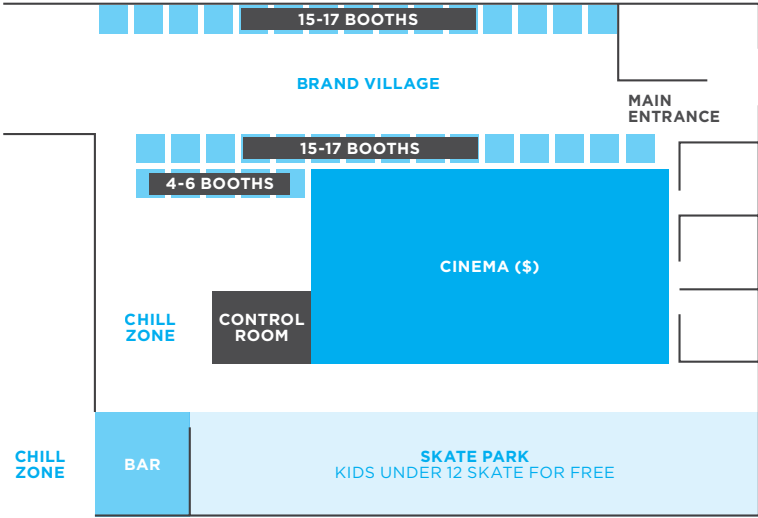


# NEW VENUES: TAZ BY DAY AND BAIN MATHIEU BY NIGHT

## TAZ X IF3

The “TAZ” skatepark in Montreal is a well established icon, for local free sports amateurs, specifically skateboard & BMX athletes. iF3 decided that this natural gathering point would be a great spot to hold the majority of the “general public” events, industry brand village and presentation of many selected 2018 ski and snowboard movies. Boasting a HUGE roller dome, iF3 will install a cinema, bar/chill zone and industry brand village to welcome everyone while the TAZ team plans to operate their skate park. This promises to be an exciting weekend for all!

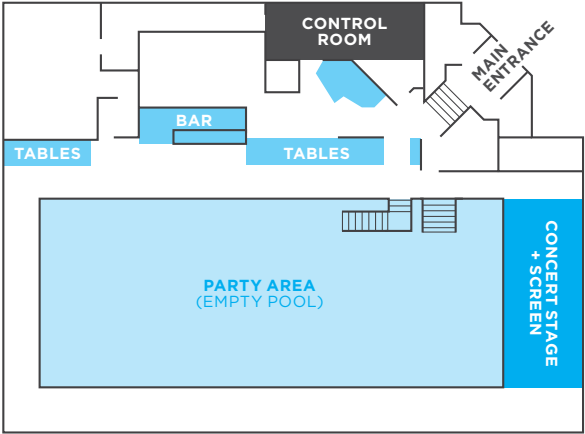
[taz.ca](http://taz.ca)



## BAIN MATHIEU X IF3 PARTYS

Step back to the year 1930 in this historic, renovated “public bath” building. Montreal’s “Bain Mathieu” has been carefully selected to host the iF3 raging partys and late evening gatherings of the 2018 edition. It is within this unique building/setting that iF3 will show a few selected ski and snowboard movies and then dropping the curtains on the well known “EPIC” partys & live music. The 2018 iF3 movie Awards will also take place within these walls. A perfect setting for the iF3 core community of fans, producers, athletes and industry contributors to gather.

[bainmathieu.ca](http://bainmathieu.ca)





# SNOW SPORTS CONSUMER SHOW

ENGAGE WITH PEOPLE / CREATE EXPERIENCES / SELL PRODUCTS



In parallel to the grand celebration of the ski season kick-off, iF3 brings you the biggest winter pre-season sale of the province. Our vendor village will be lively with a variety of brands, retailers and destinations exhibiting the best of what the industry has to offer.

In addition to iF3's core audience of 18-34 year olds, this consumer show will attract families of the general public with a widespread mainstream advertising campaign via local radio and newspapers in Montreal and surroundings.

BE A PART OF  
MONTREAL'S MOST  
PRESTIGIOUS SNOW  
SPORTS EXHIBITION

- + Brands
- + Destinations
- + Winter activities

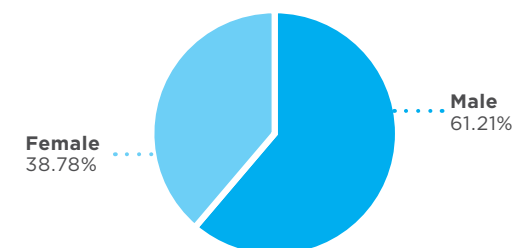
30  
BOOTH  
SPACES  
TAZ

10  
BOOTH  
SPACES  
BAIN MATHIEU

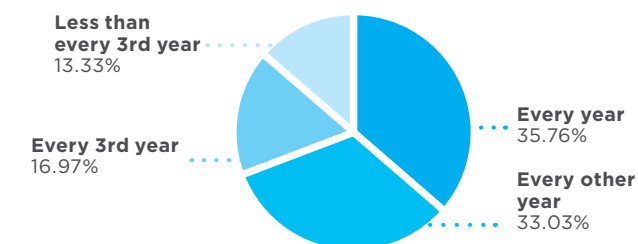
## OUR AUDIENCE

Festival attendees are a distinct group of enthusiasts who invest in their passions.

### GENDER

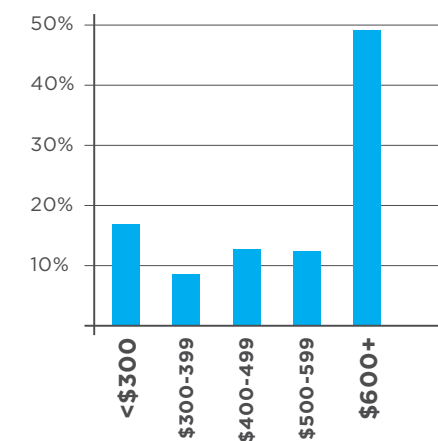
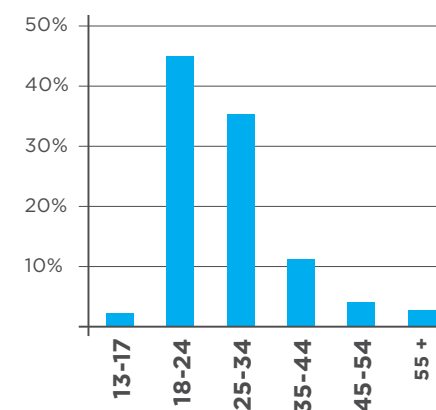


### HOW OFTEN THEY RENEW THEIR SKI EQUIPMENT (2015 survey)



### AMOUNT SPENT PER YEAR ON SKIING (2015 survey)

### AGE GROUPS



## NEWSLETTER & SOCIAL MEDIA

- f 26 800 LIKES
- t 16 000 FOLLOWERS
- u 5 250+ FOLLOWERS
- ✉ 4 000+ SUBSCRIBERS

# SPONSORSHIP LEVELS

(EXAMPLE POSTER)



**OTHER ACTIVATIONS  
AVAILABLE FOR SPONSORS**  
FROM \$1,000 TO \$5,000

# GET INVOLVED

## BRAND/MARKETING BOOTHS (10X10)

|                    |         |
|--------------------|---------|
| TAZ                | \$1,500 |
| BAIN MATHIEU       | \$750   |
| TAZ & BAIN MATHIEU | \$2,000 |

# VIDEO ADS

## 15 SECOND ADS

A minimum of 15 occasions between ski & snowboard movie presentations at TAZ and BAIN MATHIEU  
\$1,500

## 30 SECOND ADS

A minimum of 15 occasions between ski & snowboard movie presentations at TAZ and BAIN MATHIEU  
\$2,000

|  | iF3 Gold (MTL)<br>\$50,000 + Product | iF3 Silver (MTL)<br>\$25,000 + Product | iF3 Bronze (MTL)<br>\$15,000 + Product | iF3 Partners (MTL)<br>\$5,000 + Product | iF3 Collab (MTL)**<br>\$1,000-5,000 + Product |
|--|--------------------------------------|--|--|---|---|
| BRAND POSITIONING  |                                      |  |  |   |   |
| iF3 WORLD TOUR TITLE SPONSOR                                   | ●                                    |  |  |   |   |
| PRESENTING position for iF3 Montreal                           | ●                                    |  |  |   |   |
| CO-PRESENTING position for iF3 Montreal                        |                                      | ●                                      | ●                                      |   |   |
| iF3 Movie Awards TITLE SPONSOR                                 | ●                                    | ●                                      |  |   |   |
| iF3 Videoquest 2018-2019 contests TITLE SPONSOR                | ●                                    |  |  |   |   |
| iF3 North American Movies & Party Tour TITLE SPONSOR           | ●                                    |  |  |   |   |
| RIGHTS   |                                      |  |  |   |   |
| Exclusivity in (1) product category*                           | ● <sup>+</sup>                       | ● <sup>+</sup>                         | ● <sup>+</sup>                         |   |   |
| Logo positioning on stages All locations                       | ●                                    | ●                                      | ●                                      |   |   |
| Present (1) iF3 Movie Award + prizing                          | ●                                    | ●                                      | ●                                      | ●                                       |   |
| Official exclusive iF3 merchandise                             | ●                                    |  |  |   |   |
| Official Collab iF3 Merchandise                                | ●                                    |  |  |   |   |
| iF3 Launch Party TITLE SPONSOR                                 | ●                                    |  |  |   |   |
| iF3 Themed Partys PRESENTING SPONSOR                           | ●                                    |  |  |   |   |
| iF3 Themed Partys CO-PRESENTING SPONSOR                        |                                      | ●                                      |  |   |   |
| Logo positioning in iF3 ads and trailer                        | ●                                    | ●                                      | ●                                      |   |   |
| Product sampling   | ●                                    | ●                                      | ●                                      | ●                                       |   |
| MEDIA  |                                      |  |  |   |   |
| Social media tags and mentions on all posts related to iF3 Mtl | ●                                    | ●                                      | ●                                      |   |   |
| Pre-roll ads (On site and webcast)                             | 30 sec                               | 30 sec                                 | 15 sec                                 |   |   |
| Hierarchical logo positioning on poster & ads                  | ●                                    | ●                                      | ●                                      | ●                                       |   |
| Social media campaign  | ●                                    |  |  |   |   |
| Social media push  | ●                                    |  |  |   |   |
| Logo/link on all pages of the iF3 website                      | ●                                    | ●                                      | ●                                      |   |   |
| Logo/link on Partners page of the iF3 website                  | ●                                    | ●                                      | ●                                      | ●                                       |   |
| ACTIVATIONS  |                                      |  |  |   |   |
| On site contest  | ●                                    | ●                                      |  |   |   |
| On-site booth or other physical branding at both locations     | ●                                    | ●                                      | ●                                      |   |   |
| On-site booth or other physical branding at the "TAZ"only      |                                      |  |  | ●                                       |   |
| Signature on site activation TBD                               | ●                                    | ●                                      |  |   |   |
| HOSTING & PRIVILEGES   |                                      |  |  |   |   |
| (1) Room for 2, 3 nights at iF3's official hotel               | ●                                    |  |  |   |   |
| All Access sponsor VIP passes                                  | 8                                    | 6                                      | 4                                      | 2                                       |   |
| iF3 Movie Awards tickets                                       | 10                                   | 6                                      | 4                                      | 2                                       |   |
| Movie presentation tickets package                             | 20                                   | 10                                     | 4                                      |   |   |
| All Partys tickets   | 10                                   | 6                                      | 2                                      |   |   |
| Discount on extra movie presentation or party tickets          | 25%                                  | 25%                                    | 15%                                    |   |   |

\*Product Exclusivity is to be discussed and will be granted on “CASH” partnerships only

\*\*iF3 Collabs are discussed on a case by case basis pending the amount of the investment provided and mkt/sales goals of the partner



## CONTACT US

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