



## The Event:

Best Kiteboarding is hosting the 3rd annual 2010 Powder Mountain SuperFly Open. This spectacular and unique snowkite festival is scheduled for March 11<sup>th</sup>—14<sup>th</sup>, 2010. The event will take place at Powder Mountain Resort, known for the most skiable acreage in the U.S., rated best snow in the U.S. by Ski Magazine, and of course, infamous for ridge top **WIND**.

The SuperFly Open will have something for everyone. Enjoy ski-in, ski-out introductory kite clinics and watch some of the best snowkiter's in the world showcase their talent. Launch off snow features prepared with the help of Powder Mountain's own snow grooming team. Slide across rails and boxes generously provided by event sponsors. Compete in or watch any of the four competition categories; freestyle, kite races, best trick or big air. Multi-evening festivities include music, dining, awards, and multimedia presentations from some of the greatest athletes in the sport. For more information, visit [www.superflyopen.com](http://www.superflyopen.com).

The SuperFly Open is a major stop on the US Snow Kite Winter Tour in the United States and dubbed as an annual "must hit" snow event for kites worldwide! The explosion of kiteboarding in the U.S. has been demonstrated by the fact that there were only 2 events in the 2002/2003 season, compared to over 30 events held nationwide in the 2005/2006 season. This winter there are over 20 events for Snowkiting alone. Our event will include:

### Free Ride Sessions

Free ride the terrain, sliders, and snow features as you wish.

### Intro Clinics

There will be introductory clinics for those who would like to see first-hand why snowkiting is so addicting. Once you learn the basics of kite flying and feel the power of the trainer kite, you'll be hooked. Follow the signs at the top of the Sunrise Lift.

### Kite Races

Participate or just watch snowkiters race against each other around a predetermined course. Racers will compete in heats and will compete for top honors in a final round. Race categories are Men's Open Ski, Men's Open Snowboard, Women's Open Ski, and Women's Open Snowboard.

## **Freestyle Comp**

The freestyle competition will be an open event. Riders will be judged on a number of criteria set forth before the start of the competition. Three riders in each category, Men's Open and Women's Open, will progress to the final round. Race categories are Men's Open Ski, Men's Open Snowboard, Women's Open Ski, and Women's Open Snowboard.

## **Big Air Expo**

The Big Air Expo is an event for those that want to go big. Each year kites are spending more time in the air and this expo will show how high, how long, and how many tricks can be executed in one flight.

## **The Location:**

Powder Mountain Resort has one of the best areas in Utah to snowkite because of its high elevation, exposure to wind, great snow and a suitable riding area. The main riding area and the location for this year's event is the "Towers Area," located at the top of the Sunrise Lift and just east of the Hidden Lake Parking Lot. The event will be visible and accessible from the Hidden Lake Lodge, the Hidden Lake Parking Lot, and the Sunrise Lift.

## **Exposure:**

- We expect over 300 actual participants daily.
- Hundreds of spectators throughout the weekend will come to see the event, or will view the event while skiing Powder Mountain Resort.
- Press releases will be going out to all major media' including newspapers, magazines, television stations, video production companies, tourism websites, ski/snowboard shops and local Chambers of Commerce. Coverage was featured in SBC Kiteboard Magazine, Kiteboarding Magazine and The Kiteboarder.
- Last year the event was covered by numerous video production companies including Park City TV, At Your Leisure, CYI News, Flying Sensors, and Ogden Valley Magazine.
- Organizers will work with media before and following the event to provide information.
- Photography/Videography – professional kiteboarding photographers as well as local photographers will be onsite to capture the action!
- Banners will be placed prominently at the entrance of the event site and at the evening festivities. Ideal banner size is 2.5' x 6'.
- Marketing materials will contain sponsor logos, i.e, press releases, flyers, posters, blogs and web postings.
- Verbal "Thank You" – We will thank our sponsors over our sound system during the day events and at the evening festivities. We will also announce the companies that provide prizes and swag for the event participants.



### Levels of Sponsorship

**\$5,000 SuperFly Sponsor**

**\$2,500 Big Wind Sponsor**

**\$1,500 Deep Pow Sponsor**

**\$ 500 Vendor Sponsor**

**\$ 250 Community Sponsor**

### **Requested items from sponsors:**

**Logos** – We will need your logo on file in order to use it in print and online. If we don't have your logo, please send it in vector format, i.e. Illustrator Ai. or EPS or high-resolution tif. Ask if you need further explanation.

**Banners and/or Flags** -Banners should be 2.5" x 6" ideally.

**Swag** - We will raffle off swag at all of the events all weekend long. Swag usually consists of logo t-shirts, hats, and other small or low dollar items.

**Prizes** – We will raffle off the prizes at the Friday and Saturday night events. These are considered more valuable than swag. These are items such as goggles, jackets, kites, boards and bags that have a higher value than swag.

**Levels of Sponsorship** – Fees associated with the Levels of Sponsorship will help offset the operating costs for the event. Typical cost items associated with the event include: event insurance, waste disposal fee, event t-shirts, bibs, lodging, trophies, sound system, generator, food & drinks, sliders, tents, heaters, snow plowing, grooming, website, and printing of fliers. *\*\*Donated items and services such as swag, lodging, facility rental, equipment rental, catering, manual labor, etc. are valuable and will be counted towards your dollar contribution.*

### **For additional sponsorship details, contact:**

[www.superflyopen.com](http://www.superflyopen.com)

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