

Sponsor *Sierra's* Annual Demo Experience

And get your product in front of thousands of outdoor & green enthusiasts!

Sierra's Marquee Event Series: Annual Summer + Winter Demo Experience

Hosted at the Clair Tappaan Lodge, *Sierra's* demo experience educates outdoor enthusiasts on your products, increases the demand of purchase, and encourages exploration to nearby wilderness areas. The Lodge hosts over 6,000 guests per year who are in search of a great adventure. Located on the PCT in the California Sierra Nevadas, it offers unparalleled access to lakes, hiking, skiing, snowshoeing, backcountry, biking, and rock climbing.

WINTER DEMO: December-March

SUMMER DEMO: May-September

PROGRAM DETAILS

- Your gear is displayed and made available for guests to use for free during their stay.
- Sponsor a custom event such as our Wilderness Outdoor Weekend, Beginners Backpacking, and Twilight Snowshoeing Evenings.

SPONSORSHIP BENEFITS

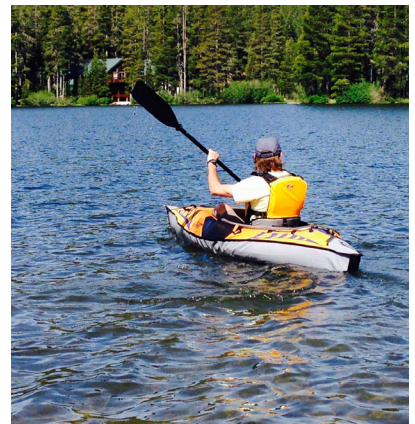
- Increase brand recognition to a group of hard-core outdoor enthusiasts and green advocates and receive key product feedback.
- Reach new customers and increase sales to local retailers.
- Raffle opportunity and brand literature distribution.

PROMOTIONS

- Co-branded *Sierra* magazine ad.
- Co-branded digital promotions, including custom ads on sierramagazine.org and eNewsletter sponsorships.
- Strategically timed social media posts.
- Local retailer outreach.
- Clairtappanlodge.com digital and onsite promotions.

Media Impressions: 4 Million+

Program Commitment: A minimum ad commitment of \$30,000



CURRENT SPONSORS

