



SKI TO SEA RACE MEDIA KIT 2012

2011 Race had 500 Teams of 8 = 4,000 Racers

2010 Race had 464 Teams of 8 = 3,712 Racers

2009 Race had 411 Teams of 8 = 3,288 Racers

- National coverage of the Ski to Sea Race by USA Today, cover story Sports Section of its [May 26, 2010 issue](#)
- Sunset Magazine [Spring 2011](#) names Bellingham as Best Place to Play Year-round Due to Ski to Sea Race
- TIME Magazine [Spring 2011](#) names Bellingham as 9th Most Active City in America Due to Ski to Sea Race



Attendee Demographics

Median Age

Under 19: 3%

20-29: 32%

30-39: 31%

40-49: 22%

50-59: 10%

Over 60: 2%

Male: 69% Female: 31%

Youngest Athlete: 15

Oldest Athlete: 75

Average Income:

\$25,000 31%

\$25,001-\$75,000 45%

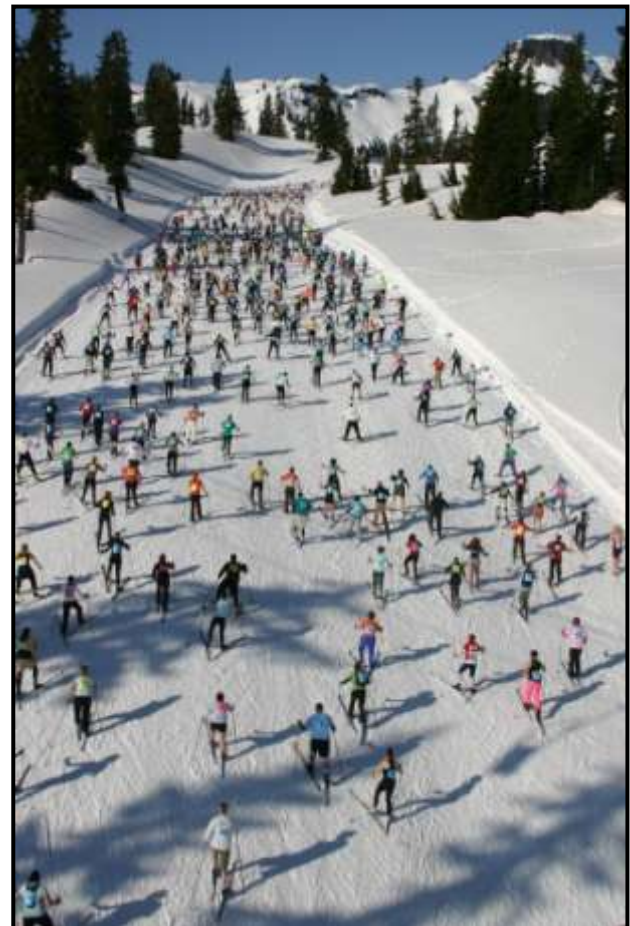
\$75,001-\$100,000 13%

\$100,001 > 11%

Education

College Graduates: 58%

Post Graduates: 30%



Accommodations

- Hotel: 19%
- Campgrounds: 6%
- Friend/Relative: 38%
- Live in Area: 37%

Revenue

- \$1.5 Million in revenue to Whatcom County
- Average stay 1.98 days
- Day Visitor spends: \$180 per day
- Overnight Visitor spends: \$352 per day

Other Activities Competitors Enjoy during Ski to Sea Race

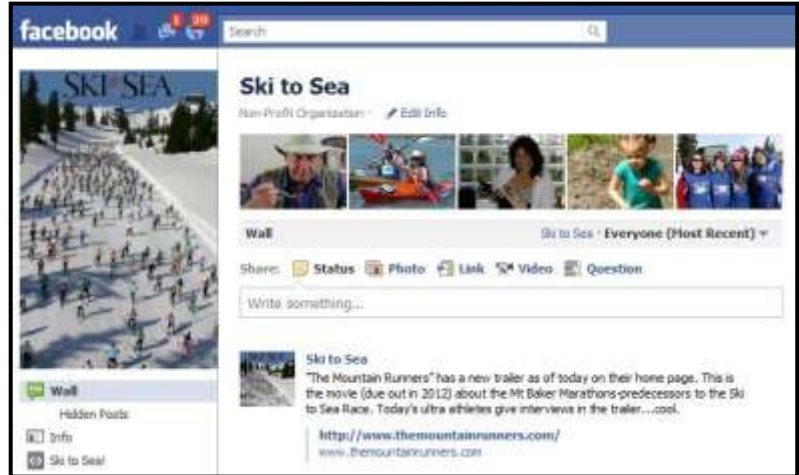
- Camp: 7%
- Cycling: 17%
- Downhill Ski/Snowboard: 5%
- Music/Play/Cultural Event: 11%
- Relaxing: 54%
- Shop/Dine: 36%
- Swimming: 4%
- Visit Museum/Historic Site: 3%
- Walk/Hike: 23%
- Water Recreation: 8%
- Wildlife Viewing: 8%

Residency

- Washington State Residents: 86%
- Whatcom County Residents: 47%
- States Participated in Race: 31
- Canadian Provinces in Race: 4
- Countries Represented in Race: 9

Our Spectators

- Over 52,000 on Race Day at All 4 finish lines.
- 26,566 visited the finish line at Marine Park.
- Over 78,000 total Festival Spectators.



Over 3,700 Facebook Fans



Ski to Sea YouTube Channel



Media Kit for Ski to Sea

Website Statistics for SkitoSea.com

PAGE VIEWS	2007	2008	2009	2010	2011
January		3,024	31,829	35,996	95,246
February		10,456	44,835	53,341	96,795
March		18,075	69,021	110,877	122,868
April		24,584	102,953	141,503	136,811
May		112,170	272,325	283,962	301,064
June		22,173	27,673	107,169	103,205
July		27,537	24,037	59,469	86,493
August	2,692	8,865	16,365	76,694	85,708
September	2,281	6,839	15,339	98,036	83,522
October	3,787	8,570	18,070	97,426	59,936
November	4,453	9,504	20,653	92,485	27,933
December	4,557	18,574	27,769	89,733	
12 Mo Totals	17,770	270,371	670,869	1,246,691	1,199,581

VISITORS	2007	2008	2009	2010	2011
January		1,551	10,888	18,462	23,904
February		5,116	12,863	19,511	25,339
March		10,374	19,088	29,197	34,690
April		15,912	29,317	35,458	40,300
May		57,107	78,848	87,040	112,269
June		11,648	17,148	31,802	36,319
July		13,207	16,707	25,895	24,871
August	1,594	5,766	13,266	17,912	24,222
September	1,191	4,382	12,882	24,884	19,477
October	1,682	5,508	15,008	26,959	8,224
November	1,793	5,671	14,591	27,357	13,037
December	1,854	6,300	14,587	20,254	
12 Mo Totals	8,114	152,542	255,193	364,731	362,652

Advertising with the Ski to Sea

Website Banner Ads

Your ad will be rotated *on every page* of the website among other advertisers. Ad size for gif or jpeg image is 240 (w) X 150 (h) pixels. Cost-\$29.95 per month, minimum 3 months. The gif image can be animated but the same size guidelines apply. Ad can be linked to your company website or your Ski to Sea Team Site. Sign up for 6 months, and the 6th month is on us; sign up for a year, and the last 3 months are on us.

E-Newsletter Ads

Your Ski to Sea E-Newsletter Ad is sent to over 14,000 Ski to Sea participants and enthusiasts every month! The Ski to Sea Newsletter is sent out monthly, except in May, when they are sent weekly. Ad size for gif or jpeg image is 600 (w) X 200 (h) pixels. \$75 per month, minimum 3 months. The gif image can be animated but the same size guidelines apply. Ad can be linked to your company website or your Ski to Sea Team Site. Sign up for 6 months, and the 6th month is on us; sign up for a year, and the last 3 months are on us.

Vendor Booth at Finish Line in Marine Park

For only the 2nd year in the 40 year history of the Ski to Sea Race, there will be a Beer Garden at the Finish Line. In normal years, we have 20-30 K people walk down to the finish line. In 2012, we expect that number to increase because of the beer garden.

Finish Line Booths: \$550 for 10 X 10; \$750 for 10 X 20.
Booth includes 3 sided canopy, 2 Chairs, 1 6ft. skirted table, 1 electrical outlet.



Sponsorship Opportunities

If your company is interested in becoming a Partner with the Ski to Sea Race, please contact us. The Ski to Sea Race is the largest community event in Whatcom County held each year on Memorial Day weekend. Our packages for Sponsors guarantee that your company receives the maximum exposure in print media, social media, and word of mouth. We will work with you in attaining your goals when it comes to being a part of the community.

Call Whatcom Events at 360-746-8861 or email us at Info@SkitoSea.com

Celebrate the Legacy of the Original Northwest Relay Race, Alive and Well Since 1911

The Ski to Sea Race is a program of Whatcom Events, a community non-profit 501(c)3
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