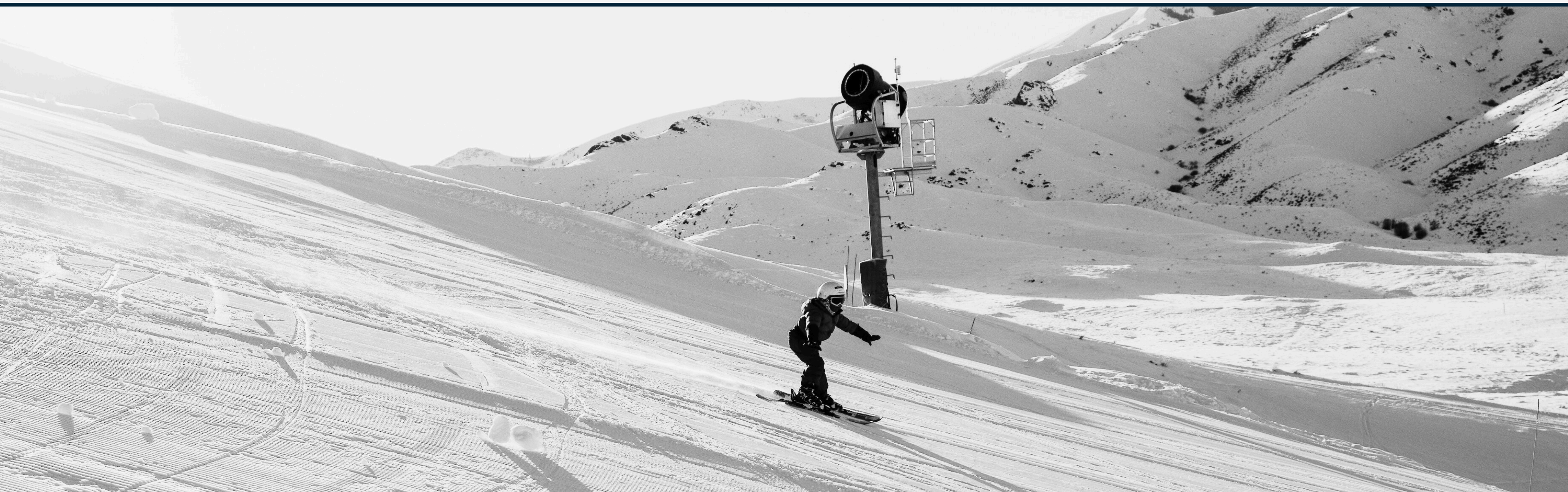


SPONSORSHIPS

ROTARUN SKI AREA

2025-26





PLATTER \$200

This entry-level sponsorship allows for a child to participate in our Rota-Rippers program at no cost.



SPONSOR IDENTITY –

You are an avid winter recreationalist that acknowledges the need for affordable skiing in the Wood River Valley. You love night-skiing at Hailey's backyard ski hill and want to support the hill's youth programs, educational opportunities, and events that enhance the winter experience for a variety of community members and user groups.

SPONSOR BENEFITS –

- Your name listed on the Platter Sponsor sign at the base of the platter lift
- "Thank You" acknowledgement on Rotarun website and social media
- Recognition in monthly e-newsletter sent to the Rotarun community
- Name listed in Rotarun Annual Report



ON-HILL SIGNAGE

PLATTER





WEDNESDAY NIGHT \$500

Wednesday Night sponsors help to underwrite the lift ticket costs of the weekly “community night” so Rotarun can provide free skiing to locals every Wednesday from 6-9pm.



SPONSOR IDENTITY –

You want to see Rotarun’s long-held tradition of free night skiing THRIVE! You’re a leader in local business, a small ski area lover-at-large, or a family that values special events and programs aimed at building community. You enjoy getting together with friends, family, and co-workers for a night of tailgating, music, and laps under the lights.

SPONSOR BENEFITS –

- Sponsor sign with company name at base of the platter lift welcoming skiers and riders
- “Thank You” acknowledgement on Rotarun website and social media
- Name listed in Rotarun Annual Report
- Recognition in our monthly e-newsletter sent to the Rotarun community
- Reserved tent space at base area
- Four lift tickets for company employees (*one time use)



ON-HILL SIGNAGE

WEDNESDAY





FRIDAY NIGHT LIGHTS

\$700

The Friday Night Lights sponsorship helps fund a range of program and operating costs for the ski hill, including lift and light operations, property improvements, Rota-Rippers programming, events, and more.



SPONSOR IDENTITY –

You're a business owner or donor with a community-first mindset looking to invest a portion of your annual giving into local ski programs while bringing your team of employees together for a night of tailgating, hot laps, and fireside chats.

SPONSOR BENEFITS –

- Sponsor sign with company name at base of the platter lift welcoming skiers and riders
- "Thank You" posting with company name on Rotarun website and social media
- Name listed in Rotarun Annual Report
- Recognition in monthly e-newsletter sent to the Rotarun community
- Four lift tickets for company employees
 - + 50% discount on up to 6 additional tickets (*one time use)
- Two reserved front-row parking spots, reserved tent space, and firepits



ON-HILL SIGNAGE

FRIDAY



COMMUNITY PILLAR

\$1,000



SPONSOR IDENTITY –

You want to invest in non-profit programs that make a quantifiable impact on the health, wellness, and happiness of the local community. You want to support Rotarun's quest to provide affordable, accessible, inclusive, engaging, and FUN ski experiences to all user groups. You see the value in preserving the Valley's original ski hill, because you know that big dreams are born under bright lights.

SPONSOR BENEFITS –

- Custom 10"x42" magnet centered on one of the five lift towers with your name and logo
 - **Note:** this season we will have two magnets per tower to accommodate increased demand for this tier
- Custom vinyl banner displayed on ticket shack
- "Thank You" acknowledgement with your name on the Rotarun website and social media
- Recognition in the sponsor section of our monthly e-newsletter sent to the Rotarun community
- Name listed in Rotarun Annual Report





ON-HILL SIGNAGE

COMMUNITY PILLAR





SPONSORSHIP DEADLINES

Platter Sponsors » January 1, 2026

Wednesday and Friday Night Sponsors » Rolling deadline until calendar is filled

Community Pillar Sponsors » December 10, 2025

WHO YOU'LL REACH

- Young working class professionals (18-35 y.o.)
- Trade professionals, manual, and technical workers (25-50 y.o.)
- Young families from the Wood River Valley and Central Idaho (children ages 3-10)
- Recreational South Valley skiers and riders (1-2x per week)
- SVSEF athletes, coaches, and parents

YOUR IMPACT

Create opportunities for young children of varying backgrounds to learn new skills, express themselves, and gain confidence through winter sport.

Help our team finance general improvements to the lodge, operating and snowmaking equipment, and overall property.

Support our effort in bringing new events and programs to the Wood River Valley in a safe and family-friendly environment.

GET IN TOUCH



VISIT

Rotarun Ski Area
25 Rodeo Drive
Hailey, ID 83333

Sponsorship & Event Inquiries:

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