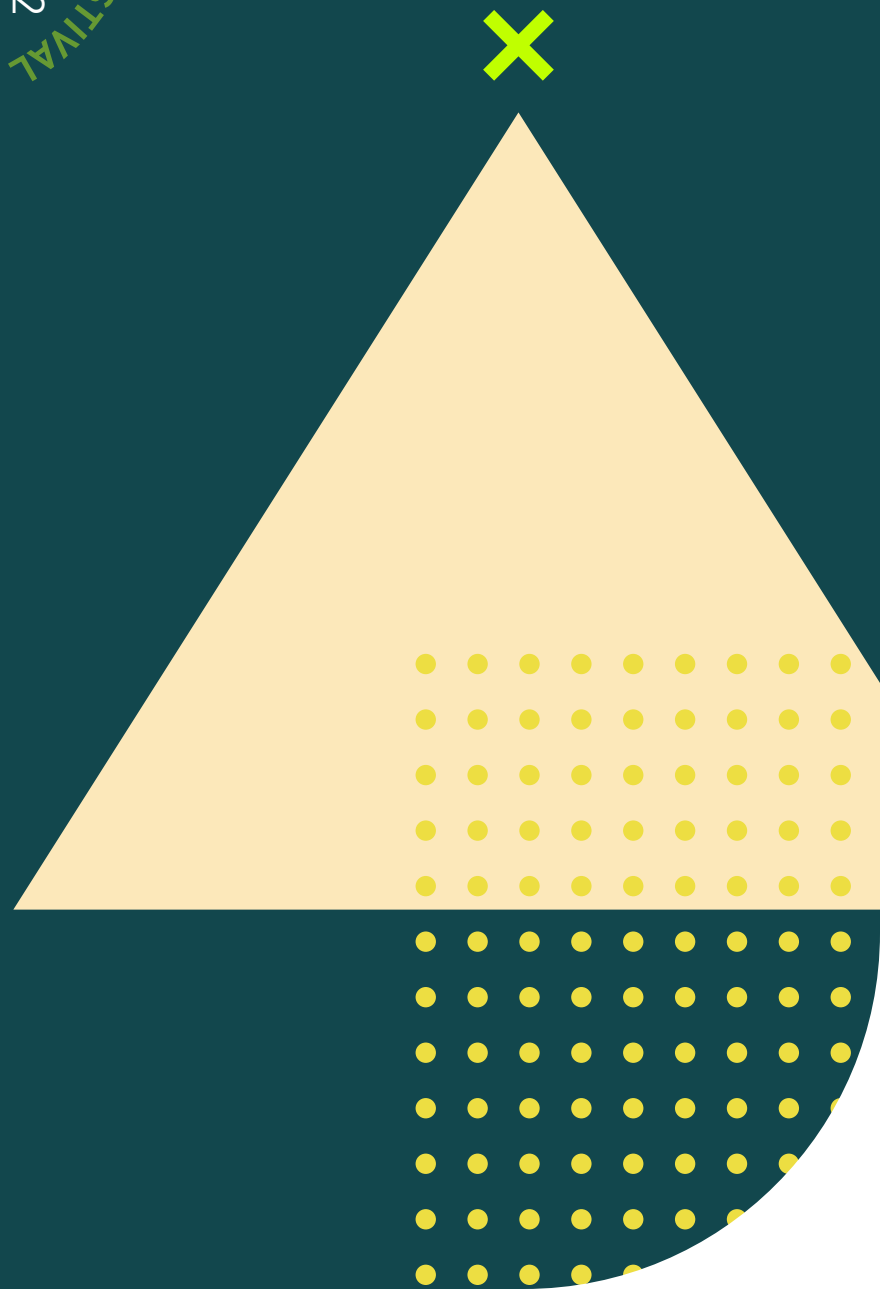




**APR**  
**28 ▶ 30**

PARTNERSHIPS  
MTN BIKE



# iF3 SINCE '07

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

- + iF3 MOVIE AWARDS
- + UNIQUE ACTIVATION OPPORTUNITIES
- + LIVE EVENT AND PARTIES
- + LOCAL COMMUNITY MEET-UP
- + A PLACE TO GET STOKED FOR THE SEASON
- + ACCESS TO ATHLETES AND PRODUCERS

Credit: Jeff\_Cricco-Reed\_Boggs-CrestedButte4



# iF3 MOUNTAIN BIKE

**THIS YEAR, IT'S THE 2<sup>nd</sup> EDITION AND WE ARE VERY PROUD TO PRODUCE THE FIRST iF3 MOVIE AWARDS GALA FOR MOUNTAIN BIKE !**

The tendency is confirmed. Mountain bike movies viewership and interest is on the up trend. The screenings of certain projects on "live TV" will help in reaching more and more fans without losing the local and exclusive atmosphere of iF3.

- + **A LIVE STREAM INJECTED WITH REACTIONS AND ENERGY FROM THE INDUSTRY**
- + **MULTIPLE LOCATION GATHERINGS** (where permitted): drive-in theaters, home viewing parties, shops or other physical locations.
- + **SERIES OF EVENTS, HIGHLY FOCUSED ON LOCAL VIEWING PARTY CHECK-INS**
- + **AN APPROACHABLE CONVERSATION BETWEEN THE PRODUCERS AND THE COMMUNITY**



**Broadcast**

## A COMBINED APPROACH

**iF3 FESTIVAL WILL BROADCAST LIVE SHOWS AND MOVIES FROM THEIR STUDIO/PRIVATE CHANNEL IN VANCOUVER (BRITISH COLUMBIA), APRIL 28<sup>TH</sup> TO 30<sup>TH</sup> 2022.**

iF3 media partners will be able to broadcast live from the same private channel. iF3 fans and followers around the world will be able to interact live with their community virtually while watching the live broadcast.

**A full program with the official selection will be released via all iF3 platforms around April 11<sup>th</sup>.**

The main event will take place in person at the Rio Theatre in Vancouver over the course of 3 days according to the local governments' safety rules and regulations.

*Synopsis available on demand.*



## iF3 2021 — REVIEW

**IN 2021, MORE THAN 15,6K  
VIEWS HAVE BEEN ACCOUNTED  
FOR THE MTN BIKE LIVE AND  
REBROADCASTED SHOWS.**

WITHIN ALL PLATFORMS

**+**  
**15,6k**  
Views



**×** **4**



# DRIVE-IN

## THEATRES AND MORE

THE iF3 EVENTS WERE A REAL SUCCESS IN THE LAST YEARS. ALL WITHIN THE RESPECT OF SANITARY MEASURES, THIS YEAR AGAIN, WE HAVE THE OPPORTUNITY TO BROADCAST EXCLUSIVE CONTENT FROM THOSE AWESOME PLACES.

*April 28<sup>th</sup> to 30<sup>th</sup>*

**RIO THEATRE – VANCOUVER (B.C.)**

*May 14<sup>th</sup>*

**BELLE-NEIGE DRIVE-IN – VAL-MORIN (QC)**

The Belle Neige Drive-In is a twin screen drive-in movie theater. In the middle of Quebec's Laurentians Mountain, North of Montreal, this family freesports resort has developed a network of single track mountain biking trails and offers ski and snowboard trails and facilities in the Winter. A perfect gathering environment for Freesports fans of all ages and abilities.

*Dates to be confirmed*

**CENTRE NATIONAL DE CYCLISME – BROMONT (QC)**

**EXPÉ-AVENTURES/SEA SCHACK – STE-ANNE-DES-MONTS (QC)**

**SENTIERS DU MOULIN – LAC-BEAUPORT (QC)**

**AND MORE TO COME...**



## Brand positioning

### GENERIC POST EXAMPLE



### EVENT POST EXAMPLE



### OTHER ACTIVATIONS AVAILABLE FOR SPONSORS

## Brand positioning and ads

# BOOST YOUR PRESENCE

## LOGO POSITIONING

- + STUDIO AND TV BACKGROUNDS
- + OFFICIAL STAFF CLOTHING OR EQUIPEMENT

## VIDEO ADS

- + 15 OR 30 SEC. BETWEEN SHOWS  
OR IN THEATRE

## ADS IN THE OFFICIAL PROGRAM

- + FULL OR HALF PAGE

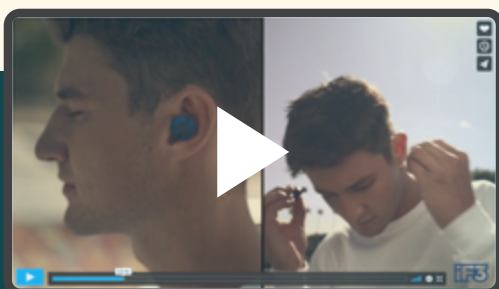
## ADS ON WEBSITE

- + iF3 WEBSITE  
PARTNERS STORE

## AND MUCH MORE !



Program



Video ads



Partners store

# INFORMATION CHART

**Presenting partner**  
All events + broadcasts

**Co-presenting partner**  
All events + broadcasts

**Partners**  
East only  
or West only

**Collaborators**  
East or West  
physical events \*\*

\$25,000 + Product

\$15,000 + Product

\$5,000 + Product

\$1,000 à \$4,000 + Product

## BRAND POSITIONING

iF3 PRESENTING SPONSOR for iF3 Mtn Bike Canada April 28<sup>th</sup> to 30<sup>th</sup>, 2022  
TV BROADCAST, SCREENINGS + GALA (EST and PST)

X

PRESENTING position for All iF3 Canadian stops (if possible)

X

Partner position

Collab position

CO-PRESENTING SPONSOR for iF3 Mtn Bike Canada April 28<sup>th</sup> to 30<sup>th</sup>,  
2022 TV BROADCAST, SCREENINGS + GALA (EST and PST)

X

## RIGHTS

Exclusivity in (1) product category\*

X\*

X\*

To be discussed

Logo positioning on ALL TV BACKGROUNDS

X

X

in 1 broadcast

Optional LINK and Visibility via the iF3 WEBSTORE (+ commission on direct sales)

X

X

Official Collab on iF3 Merchandise (if produced)

X

iF3 SPONSOR visibility on all iF3 events with possible physical presence

X

X

X

Studio Background and official iF3 staff clothing/equipment (if produced)

X

X

in 1 broadcast

Logo positioning in iF3 2022 ads and trailer

X

X

Product sampling

X

X

X

## MEDIA

Social media tags and mentions on all posts related to iF3 Broadcast in Canada  
(EST and PST)

X

X

Social media tags and mentions on all posts related to iF3 physical events (if possible)

X

X

X

Pre-roll ads (In-person screenings and/or Broadcast)

30 sec.

15 sec.

in 1 broadcast + in Person

Hierarchical logo positioning on poster and ads

X

X

X

Social media campaign/contest

X

X

X

X

Social media push

X

X

X

Logo/link on all pages of the iF3 website

X

X

X

Logo/link on Partners page of the iF3 website

X

X

X

X

Logo on the iF3 2022 official program

X

X

X

X

## OFFICIAL iF3 2022 TV BROADCAST (BACKGROUND)

iF3 2022 MTN BIKE AMATEUR movies + athletes/producers interview (Thursday)

X

X

Choose 1

iF3 2022 MTN BIKE PRO movies + athletes/producers interview (Friday)

X

X

Choose 1

iF3 MOVIE AWARDS GALA 2022 (Saturday)

X

X

## HOSTING & PRIVILEGES

All access sponsor VIP passes studio + events (if possible)

4

2

\* Product exclusivity is to be discussed and will be granted on "PAID" 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



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