



# SNOWSPORTS EXETER PARTNERSHIP

2026



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# THE OPPORTUNITY

## PARTNER WITH THE UK'S MOST DYNAMIC AND INFLUENTIAL UNIVERSITY SNOWSPORTS COMMUNITY

### KEY STATISTICS:

- 1,200+ active members
- 8,037 Instagram + 7,136 Facebook followers
- 1000 students on annual European trips
- 2,000+ Chill Hill event attendees
- £1,500+ average member equipment spend
- First UK university adaptive ski team

### VALUE PROPOSITION:

SSX members don't just see your brand - they live it, test it, recommend it, and buy it. Join proven partners like Red Bull, Faction, DOPE and Sarene in accessing the UK's most engaged snow sports community.

### PARTNERSHIP OPPORTUNITIES:

From year round partnerships to Chill Hill title sponsorships - multiple entry points to reach your ideal customers year-round.

SNOWSPORTS EXETER 2025/26

[WWW.SNOWSPORTSEXETER.CO.UK](http://WWW.SNOWSPORTSEXETER.CO.UK)

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# WELCOME TO SNOWSPORTS EXETER

Welcome to Snowsports Exeter, where a community of over 1,200 members embark on thrilling ski trips, exploring the slopes of France, Andorra, and the Austrian Alps.

## WHAT MAKES US UNIQUE:

- Largest Athletic Union club on Exeter campus
- 1000 students annually on European mountains
- First university to establish adaptive ski team
- Organizers of Chill Hill - UK's most unique snow sports event
- Highly successful BUCS competition teams
- Training programs: race, freestyle, and adaptive skiing
- Alumni network across UK snow sports industry

## BEYOND THE SLOPES:

Our legendary après-ski gatherings foster camaraderie and lasting memories. We're proud supporters of Disability Snowsports UK, Protect Our Winters, and Movember - championing causes close to our hearts.

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# OUR MEMBERS

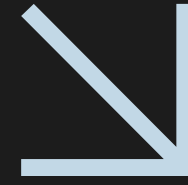
## PRIMARY AUDIENCE:

- Age: 18-22, income £5,000-£15,000 + family support
- Equipment spend: £1,500+ annually
- UK-wide recruitment, brand-conscious early adopters

## SECONDARY AUDIENCE:

- Age: 22-35, income £25,000-£80,000
- Equipment spend: £3,000+ annually
- Influence family purchasing decisions

SNOWSPORTS EXETER 2025/26



# YOUR CUSTOMERS

## PURCHASE BEHAVIOR & OPPORTUNITY:

- 78% influenced by committee/peer gear choices
- 65% research brands via social media first
- 89% likely to recommend tried products
- Equipment replacement cycle: 2-3 years

Access to 1,200+ engaged customers at the perfect moment - when they're actively using, discussing, and purchasing snow sports equipment.



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# CHILL HILL - JANUARY 31<sup>ST</sup> 2026

## OUR FLAGSHIP EVENT

THE ONLY EVENT THAT TURNS A UNIVERSITY CAMPUS INTO A SKI SLOPE

### WHAT IS CHILL HILL?

An extraordinary event where we transport 70 tonnes of real snow to transform Forum Hill (our university campus) into a working ski slope for one day.

### THE EXPERIENCE:

- Professional freestyle course with rails and jumps
- Adaptive skiing demonstrations
- Inter-university competition featuring 6+ universities
- Festival atmosphere with live DJs and food trucks
- Evening afterparty extending the celebration
- Large brand village

### WHY IT MATTERS:

The only event in the UK that creates a temporary ski resort on a university campus. This isn't just a sports event - it's a cultural phenomenon that attracts national media attention.

### THE NUMBERS THAT MATTER:

- 2,000+ attendees (sold out in 2024)
- 50 tonnes of real snow transported to campus
- Students from 6+ universities participating
- National TV coverage (ITV News, BBC)
- 50,000+ social media impressions
- 7-year gap made 2024 return even more special

### YOUR PARTNERSHIP OPPORTUNITIES:

- Title sponsorship: "Chill Hill 2026 presented by [Brand]"
- Premium vendor booth with 2,000+ potential customers
- Product sampling and demonstration space
- Brand integration in all event photography/video
- Speaking opportunities and brand announcements
- VIP hospitality for your team and customers

### ATTENDEE PROFILE:

- 70% high-income university students aged 18-22
- 30% alumni and industry professionals
- 85% active snow sports participants planning purchases



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**70 TONNES OF SNOW | 2,000 ATTENDEES | NATIONAL TV COVERAGE**





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# CHILL HILL

## WHAT WE OFFER

Here are some examples of what we can offer. Anything is on the table and we welcome creative ideas so please suggest your idea if you don't see it here!

**ON SLOPE BRANDING** - Choose prime locations for your flags, banners, and more!

**PRE-EVENT SOCIAL MEDIA CAMPAIGNS** - Take advantage of our pre-event social media communication

**EVENT DAY SOCIAL MEDIA CAMPAIGNS** - Event day social media communication with some dedicated promotion

**EVENT ACTIVATIONS** - Take over the SSX Instagram for the day

**SPONSOR THE AFTER PARTY** - Our largest after party yet, 1500 capacity. Have this named after your brand

**SPONSORED MERCHANDISE** - Pint cups, shot glasses, foam fingers, lighters, the world is your oyster

**TRADE STAND** - Bring your trade stand to the event to show or sell your product/service!

**UNIQUE GIVEAWAYS** - Give-aways for athlete prizes, and spectators!

**ON-ARRIVAL GIFT** - Use the queues upon entry. A gift or token for a follow / email?

**BRANDED ENTRANCE WRISTBANDS** - Have your logo exclusively on the festival wristbands

**EVENT SIGNAGE** - Have your logo on all event signage around the site

**CUSTOM VIDEO CONTENT PRODUCTION** - Have our media team produce some unique footage for your channels

**VIP EVENT LANYARD** - VIP lanyard with exclusive branding

**SPONSOR OR CUSTOM BUILD A FREESTYLE FEATURE** - Custom build or brand up a freestyle feature!

**+ MORE!** - Do you have a custom activation that is unique to your brand? Let us know



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# GET AN IDEA OF WHAT'S POSSIBLE



MAIN EVENT SIGNAGE

BRAND VILLAGE



FLAGS

CRASH BARRIERS





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# READY TO JOIN THE SSX PARTNERSHIP FAMILY?

## NEXT STEPS ARE SIMPLE:

1. Contact Dan for a 30-minute partnership consultation
2. Receive a custom proposal tailored to your objectives
3. Start with any level and scale based on proven performance
4. Measure results and plan for long-term success

## YOUR PARTNERSHIP CONTACT:

### DAN LOVELESS

Head of Partnerships & Outreach

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## WHY BRANDS CHOOSE SSX:

- Proven track record
- 1,200+ engaged members with high purchasing power
- Measurable ROI and transparent reporting
- Professional partnership management
- Unique opportunities (Chill Hill, adaptive skiing, alumni network)
- Flexible investment levels

