

Race and Case Competition and Pioneer Mountain Weekend February 3-4 and March 2-4, 2012 Vail, Colorado

Overview

The Daniels College of Business Race and Case Competition is a business and ethical case competition with the added challenge of a NASTAR ski race the next day at Vail. Graduate students from the U.S. and overseas are invited to participate. There are two phases of the competition: Daniels vs. Daniels, to determine the Daniels team that will proceed to the national portion of the competition, and the National competition. The Daniels vs. Daniels competition engages over 100 Daniels graduate students and 10-15 alumni. The National competition engages an average of 9 national teams and 10-15 C-level executives.

Daniels Pioneer Mountain Weekend is a signature event designed to engage all Daniels stakeholders for a fun weekend in the mountains. The event occurs at the same time as the Daniels vs. Daniels portion of the Race and Case competition to ensure a large student engagement level. Guests enjoy skiing the Vail NASTAR course and a fun après ski reception.

Sponsorship Opportunities

Platinum: \$25,000 or more

- Presenting sponsor recognition of the events as a whole and all sessions within them
- Daniels Race and Case Competition-judging or speaking opportunity for interested C-level executives, possible case writing opportunity for your organization
- Pioneer Mountain Weekend-five free admissions, including ski passes, NASTAR race and Apres Ski
- Video commercial opportunity at Apres Ski and Awards Reception
- Place promotional materials on tables at Apres Ski and Awards Reception

Gold: \$10,000 or more

- Pioneer Mountain Weekend-five free admissions, including ski passes, NASTAR race and Apres Ski

- Daniels Race and Case Competition-judging or speaking opportunity for interested C-level executives
- Place promotional materials on tables at Apres Ski and Awards Reception

Silver: \$5,000 or more

- Pioneer Mountain Weekend-three free admissions, including ski passes, NASTAR race and Apres Ski
- Daniels Race and Case Competition-judging or speaking opportunity for interested C-level executives
- Place promotional materials on tables at Apres Ski and Awards Reception

Bronze: \$2,500 or more

- Pioneer Mountain Weekend-two free admissions, including ski passes, NASTAR race and Apres Ski
- Place promotional materials on tables at Apres Ski and Awards Reception

Benefits as an event sponsor for all sponsorship levels:

- Mention, by sponsorship level, in all promotional advertisements
- Inclusion in at least one Daniels Business Review, the Daniel magazine which is distributed to over 30,000 alumni twice a year
- Inclusion in at least one BizNotes, a monthly email newsletter with a distribution of over 12,000 email addresses
- Listed as a sponsor on the event and registration web pages

An event sponsorship at the above levels will also make your organization a Daniels Corporate Partner.

Benefits as a Daniels Corporate Partner

- Your organization will be added to the Corporate Partners poster, at the appropriate giving level, displayed prominently at various locations throughout the Daniels College of Business, as well as any Corporate Partner related event
- Your organization will be highlighted as a member of the Corporate Partner Program at various times throughout the year
- Your organization will have representation on the 2012 Corporate Partner print out distributed to all potential partners as well as to various departments for all engagement opportunities
- Your organization will be represented on the Corporate Partners website that is currently being developed

Daniels Website Traffic – General

- February 2010 - February 2011

- Page Views - 1,449,043
- Unique Page Views - 1,114,068
- Invitations to exclusive events

Tentative Schedule

Daniels vs. Daniels Race and Case and Pioneer Mountain Week February 3-4, 2012

Friday, February 3

Case Competition

All Day

Daniels
College of
Business

Saturday, February 4

NASTAR Race

Teams 10-noon
Alumni noon-2
p.m.

Vail, CO

Apres Ski Reception

3-6 p.m.

Vail, CO

National Race and Case Competition March 2-3, 2012

Friday, March 2

Case Competition

All Day

Daniels College
of Business

Saturday, March 3

NASTAR Race

10-noon

Vail, CO

Awards Reception

6-7:30 p.m.

Vail, CO