

W E L C O M E

Since 2010, Powderchasers has provided skiers and snowboarders with the most accurate snow forecasts in the United States and beyond.

Never miss a powder day!



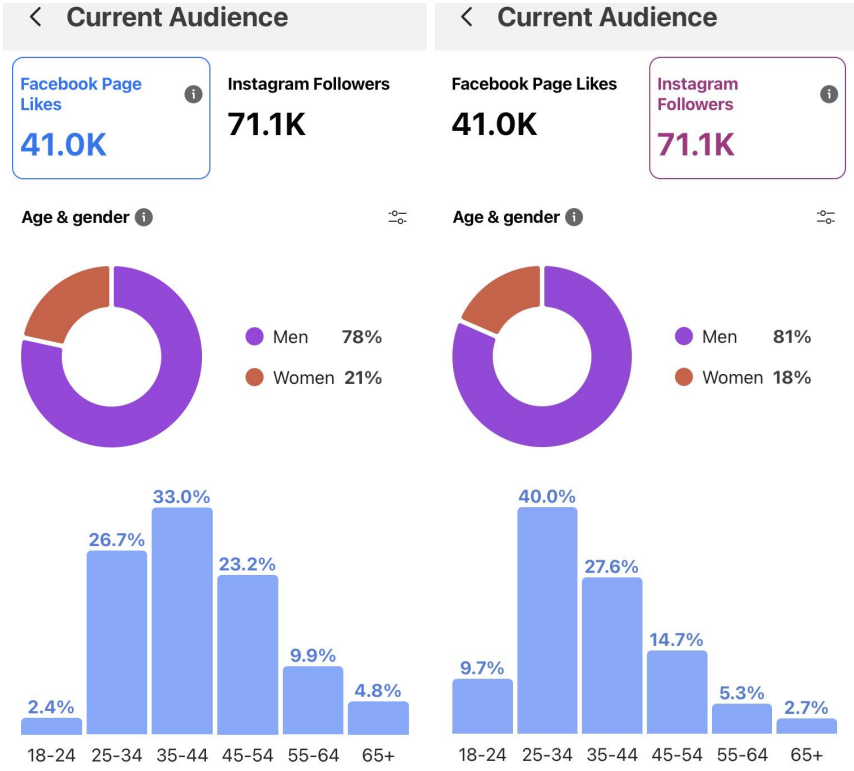
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Facebook & Instagram Audience



22/23 Facebook & Instagram Reach



< Insights

Custom Oct 1, 2022 - Apr 27, 2023

Overview

< Insights

Custom Oct 1, 2022 - Apr 27, 2023

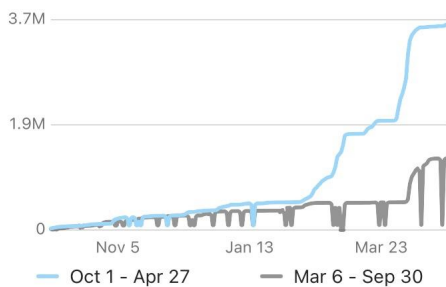
Overview

Reach Facebook

Compare your cumulative reach from the selected date range to the previous one.

Facebook Page Reach ⓘ

3.6M ↑ 187%

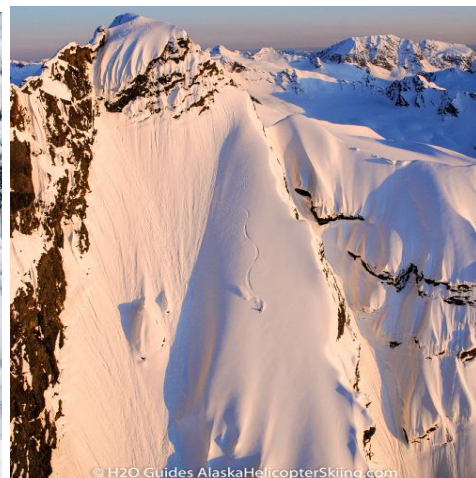
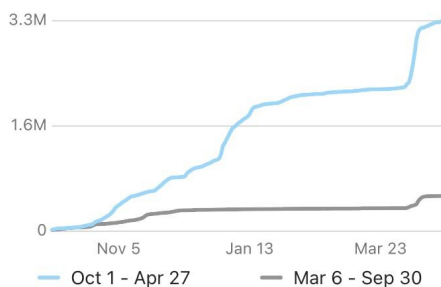


Reach Instagram

Compare your cumulative reach from the selected date range to the previous one.

Instagram Reach ⓘ

3.3M ↑ 495%



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22/23 Top 6 Performing Posts



Insights

Custom Oct 1, 2022 - May 26, 2023

Messaging Trends **Content** Audience

Top Performers

Sort by Reach

103 inches in 7 days! 67 in 3 days. This guy can't find his car @... >

Post • Apr 5, 2023

Reach	Reactions	Comments	Shares
1.68M	25.2K	3,815	6,790

Right now! We are sad to share a natural slide that just occurred o... >

Post • Apr 6, 2023

Reach	Likes	Comments	Shares
1.53M	11.5K	126	4,158

Today! Little Cottonwood Canyon. 40 inches in 2 days. Here's why... >

Post • Mar 31, 2023

Reach	Reactions	Comments	Shares
964.4K	8,128	635	2,027

Insights

Custom Oct 1, 2022 - May 26, 2023

Messaging Trends **Content** Audience

Top Performers

Sort by Reach

60 inches in 24 hours (72 in 7 days) summit of @skichinapeak... >

Post • Feb 25, 2023

Reach	Reactions	Comments	Shares
878.0K	9,569	925	3,515

Snowcat induced slide in Mineral Basin prior to opening. Thank yo... >

Post • Dec 29, 2022

Reach	Likes	Comments	Shares
663.1K	6,261	81	3,643

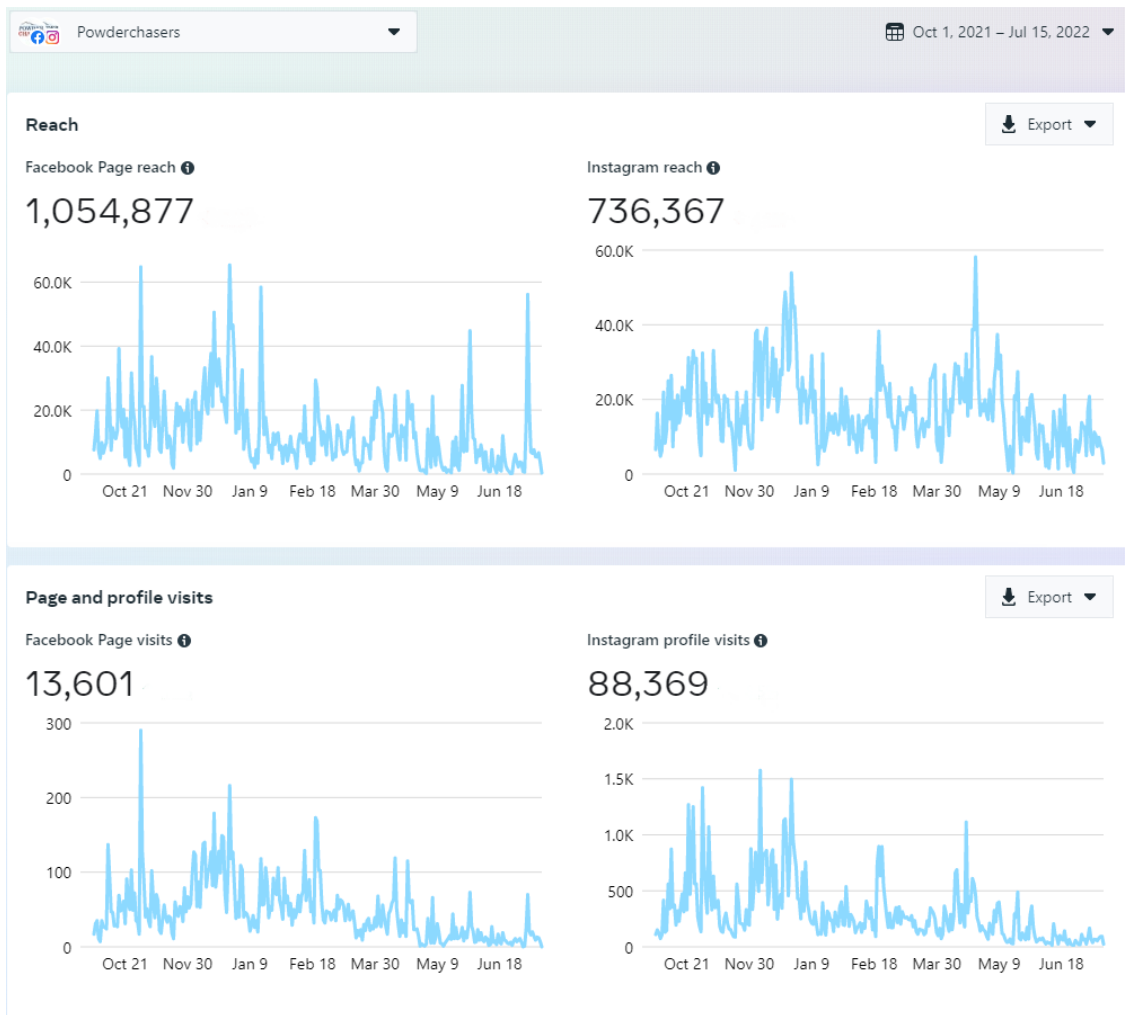
Where's my car? I think it's here? Complete burial for the Sierra an... >

Post • Dec 11, 2022

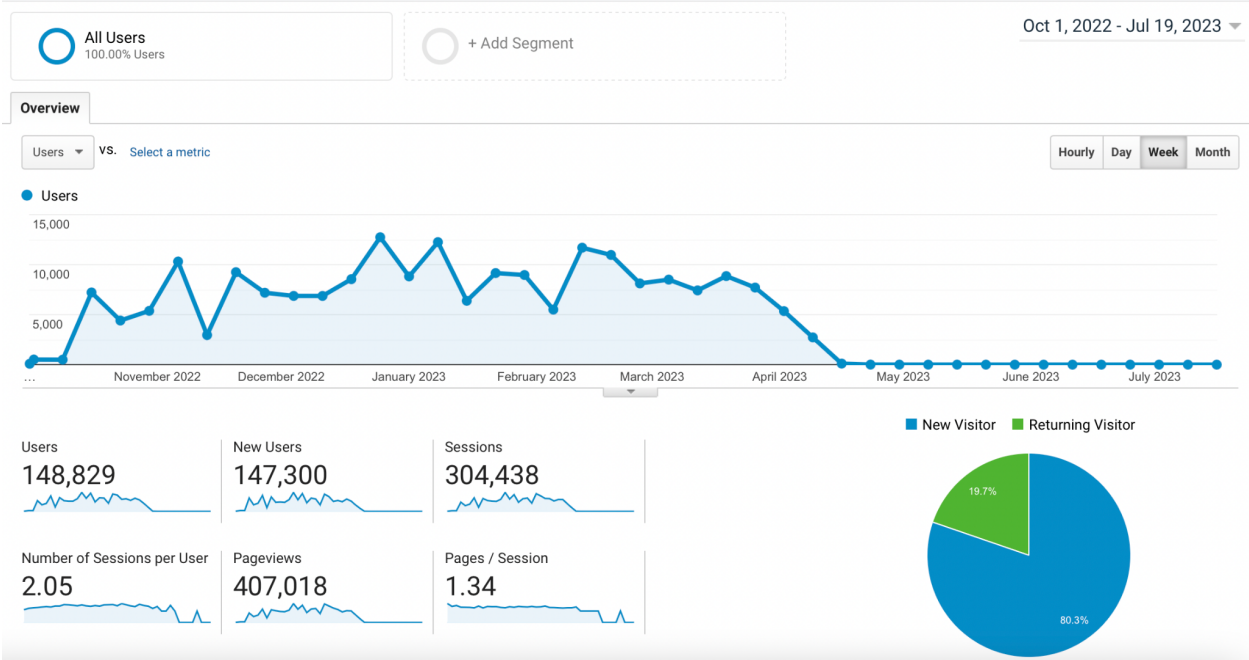
Reach	Likes	Comments	Shares
609.5K	13.9K	69	2,031



21/22 Facebook & Instagram Reach



22/23 Google Analytics Snapshot



Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	148,829 % of Total: 100.00% (148,829)	147,333 % of Total: 100.02% (147,300)	304,438 % of Total: 100.00% (304,438)
1. mobile	113,418 (76.44%)	112,658 (76.46%)	221,019 (72.60%)
2. desktop	31,947 (21.53%)	31,698 (21.51%)	77,897 (25.59%)
3. tablet	3,016 (2.03%)	2,977 (2.02%)	5,522 (1.81%)



Sponsorships & Rates

BASE LEVEL SPONSORSHIP \$1,900

- ❖ Entry level package that recognizes your brand as a supporter for our forecasts
- ❖ Logo appears on website and on a separate “Our Partners” page with links

BRONZE SPONSORSHIP \$2,900

Base Level Sponsorship package plus:

- ❖ Newsworthy recognition or weather news featuring your brand on Instagram story averaging one story per week during season (October-May)
- ❖ High likelihood of more than one Instagram story per week average if the photo or video featuring your brand incorporates deep snow or is powder related

SILVER SPONSORSHIP \$3,900

Bronze Level Sponsorship package plus:

- ❖ Minimum of three announcements per month within the Powderchasers weather forecasts (our main forecast product). This forecast announcing your products and/or services is shared across a wide variety of outlets including Unofficial Networks, ski resorts sharing the forecast on their social media pages, our 14,300 person email list, and across our social media channels
- ❖ Announcements within forecasts are also mentioned when website Unofficial Networks
- ❖ Average of two Instagram/Facebook stories per week specifically mentioning your company name or any promotional material you would like to post, including photos

GOLD SPONSORSHIP \$5,200

Silver Level Sponsorship package plus:

- ❖ Your logo and description box with a clickable link to your website placed inside every snow forecast as the reader scrolls through the forecast
- ❖ Highest exposure package with banner inside the forecasts

CONTACT FOR ADS OR SPONSORSHIP:

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