



# Powderchasers

*2024-2025 Media Kit*

[www.powderchasers.com](http://www.powderchasers.com)

**Facebook:** [facebook.com/powderchasers](https://facebook.com/powderchasers) | **Instagram:** [@powderchasers](https://www.instagram.com/powderchasers)

***CONTACT FOR ADS OR SPONSORSHIP:***

[powderchasers1@gmail.com](mailto:powderchasers1@gmail.com) | 415-717-8223

# 2023-2024 Audience Insights

## ***powderchasers.com:***

- Users: **148,000**
- Sessions: **304,000**
- Page views: **over 500,000**

## ***Instagram:***

- Posts: **214**
- Stories: **500**
- Followers: **97,300**
- New followers: **29,900 (↑ 31%)**
- Reach: **1.2M**

## ***Facebook:***

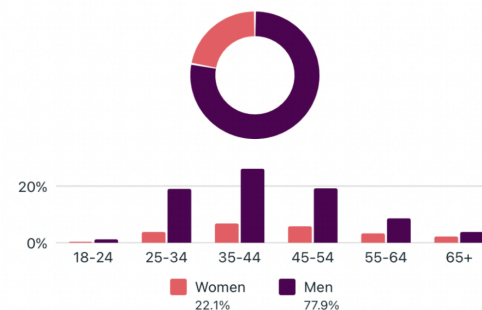
- Posts: **188**
- Followers: **45,000**
- New followers: **2,100 (↑ 3.2%)**
- Reach: **3.1M**
- Link clicks: **30,700 (↑ 9.4%)**
- Top performing post: **1.8 million views**

## ***Social Media Demographics:***

Facebook followers ⓘ

45,249

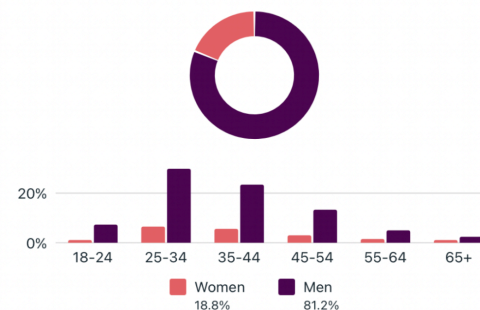
Age & gender ⓘ



Instagram followers ⓘ

97,288

Age & gender ⓘ



# Partnership Opportunities

## 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:

- ❖ Recognition of weather news featuring your brand in occasional Instagram posts and stories during the season
- ❖ 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:

- ❖ Newsworthy recognition or weather news featuring your brand on Instagram story averaging one story every week or two during the snow season (October-May)
- ❖ Minimum of three announcements per month within the Powderchasers weather forecasts (our main forecast product). This forecast announcing your products and services is shared across a wide variety of outlets including Unofficial Networks, Powder Magazine, ski resorts sharing the forecast on their social media pages, our 14,300-person email list, and across our social media channels
- ❖ Average of one to 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 on our homepage clearly visible towards the top and bottom with clickable links with recognition as a gold sponsor
- ❖ Highest exposure package with a banner inside the forecasts and across the site
- ❖ Fully sponsored posts on our weather page as well as on Instagram and Facebook dedicated specifically to your product (minimum of 1 dedicated post on all channels per month)


## NEW: POWDERCHASERS TAKEOVER ..... \$8,000

- ❖ Full site takeover for one week (7 days). This includes your logos and links to your site across all advertising space, numerous shoutouts in our posts, one full-length blog post promoting a product or service of yours, and several promotional Instagram stories

# Social Examples From 2023-2024

Skis.com November 24, 2023  
The Smiths · Bigmouth Strikes Again (2008) > X

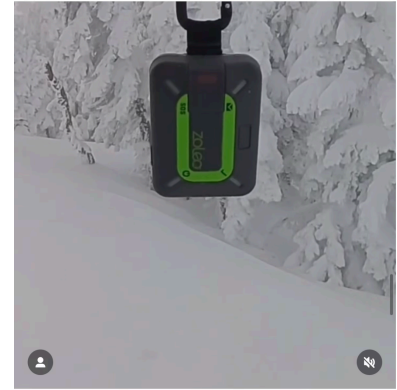
**Up to 70% off !!** ↓



[SKIS.COM](https://www.skis.com)

[@SKISDOTCOM](https://www.skisdotcom.com)

POWDERCHASERS  
Posts




[View insights](#) [Boost post](#)

♥️ 💬 📌

Liked by [blake\\_funstuff](#) and 335 others

**powderchasers** Our social media guy [@blake\\_funstuff](#) has been getting after it in the backcountry this season thanks to [@zoleoinc](#) ❄️📶 It's super important to be extra prepared in the backcountry and having this satellite communicator for the last 3 years gives our team full connectivity in the backcountry when cell signal is lost !! Reminder that coupon code **POWDERCHASERS** gives you free device activation 🙌🏻 - [@blake\\_funstuff](#) #backcountry #satellitecommunication #connectedeverywhere

< **Post insights** ⋮

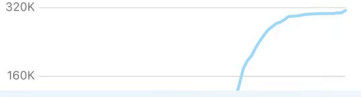


511 inches and counting for [@resortalyeska](#) ❄️!!  
1st and only resort in the world to reach 500+ in...  
📌 Post · Feb 13th, 6:30pm

**Overview** ⓘ


Reach	1,808,258
Impressions	1,838,011
Interactions	15,417
Link clicks	768

**Reach** ⓘ  
**1,808,258**  
↑ 14.6K% vs. median reach of your recent posts



[Boost post](#)

**powderchasers**  
Aspen Highlands, Aspen CO



**24 HOUR TOTAL** **STORM TOTAL**

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♥️ 💬 📌

Liked by [tannerrainville](#) and 7,126 others

**powderchasers** Snorkel Alert! OMG we've never seen it so deep! 25-30 inches and perhaps more in the Bowl. Octoberuary. Winter has begun! ❄️📶🏂 #titsdeep #snorkel #pow #snow #powderchasers #colorado #deep #octoberuary #aspen #aspenhighlands #aspenhighlandsskipatrol #coloradoskicountry #octoberpow #snorkelalert

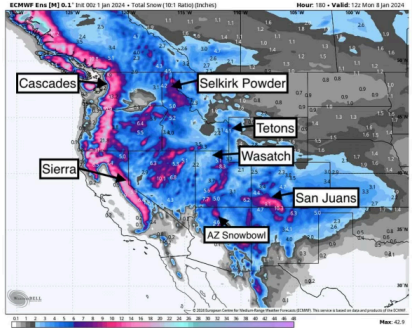
View all 45 comments

[snoshark](#) Hallelujah!!! 🙌🏻🙌🏻🙌🏻

[sammienickshredz](#) Holy moley 🙌🏻

October 29, 2023

**powderchasers**  
Western United States



**View insights** [Boost post](#)

♥️ 💬 📌

Liked by [blake\\_funstuff](#) and 5,812 others

**powderchasers** Happy New Year! 2024 finally shows hope for a decent dump in the west late week. Models are still uncertain for the northern Rockies with better odds in the PNW, Sierra, and model discrepancies on 4 corners vs areas north of the Wasatch range. Please check out our detailed powder watch on our webpage. ❄️📶🏂 @selkirkpowder @tillerack @skisdotcom #powder #pow #powderforecast #snow #snowboarding #skiing #west #2024 #powderchasers #powdermagazine

View all 73 comments

**powderchasers**  
Nederland, Colorado



[View insights](#) [Boost post](#)

♥️ 💬 📌

Liked by [blake\\_funstuff](#) and 1,752 others

**powderchasers** Right now! Colorado is going off near the Front Range. Double digits and puking at @eldoramtnresort ❄️📶🏂 We did not take off our snow tires yet! 🙌🏻

[@powderchasersteve](#) #colorado #pow #snow @tillerack @powderchasers @ikonpass #powder #purlwax @skisdotcom



# Meet the Powderchasers

*“Our mission is to provide stoke to the ski industry and elevate the experience with premium powder forecasts”*



## *Steve Conney*

- **Position:** Founder, CEO, Forecaster
- **Started skiing:** 1963
- **Favorite resort:** “Any ski area that has deep powder and enough pitch to point it with face shots every turn. I’m a bit of a UT, WA, WY, CO snob.”
- **Hobbies:** international travel, wildlife photography, street photography
- **Favorite chasing memory:** 3 State chase from WA to UT and CO on the same storm catching over 60 inches in the 3 days – “the powder trifecta”



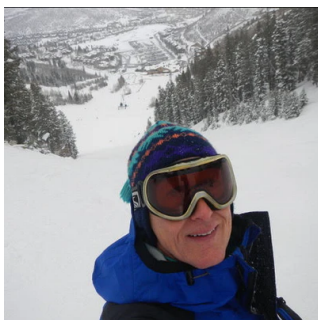
## *Clay Malott*

- **Position:** Forecaster
- **Started skiing:** 2005
- **Favorite resort:** Snowmass, CO
- **Hobbies:** mountaineering
- **Favorite chasing memory:** stranded in Tahoe in March 2020 after COVID hit; unlimited fresh tracks, no crowds



## *Blake Funston*

- **Position:** Marketing Manager
- **Started skiing:** 1993
- **Favorite resort:** Snowbird, UT
- **Favorite chasing memory:** 3-foot, waist-deep storm chase with Steve to Taos, NM in March 2015 in a 1990 Audi Coupe Quattro



## *Paul Thompson*

- **Position:** Brand Manager
- **Favorite resort:** Park City, UT
- **Hobbies:** Fishing, water skiing, sailing

- **Favorite chasing memory:** huge storm on the east coast... skied two feet of fresh New England Powder in the early 90's



***Meredith Brynn***

- **Position:** Digital Strategy Coordinator
- **Started skiing:** 2001
- **Favorite resort:** Deer Valley, UT
- **Hobbies:** horseback riding, playing guitar