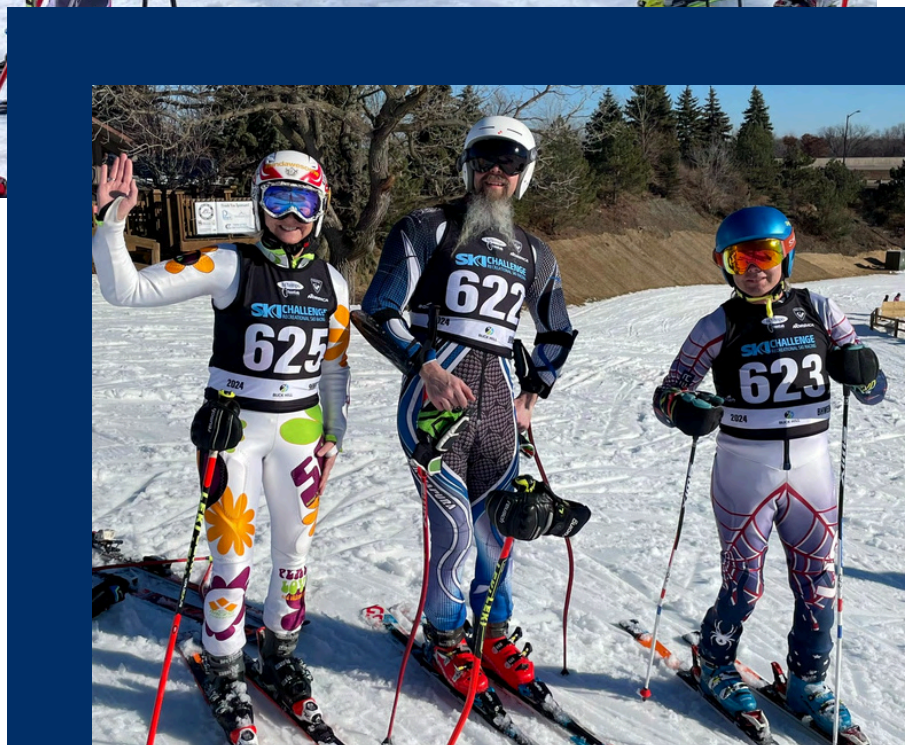




2024-25 DEMOGRAPHICS & SPONSORSHIP



What is Ski Challenge?

1985-2024

Serious Fun

THE SKI CHALLENGE completed its 39th season this past winter. The Ski Challenge began in 1985 as a Twin Cities Metro Area recreational ski racing program allowing adults to ski on teams in leagues - similar to softball or bowling leagues. Approximately 35 members raced in the first year of the program. Today more than 800 racers of all ages participate in the leagues on teams and as guests throughout the season.



Ski Challenge has evolved into one of the finest and largest team-oriented recreational ski race leagues in the country allowing adults, kids, and families to participate. Ski Challenge is ranked as NASTAR's number-one race club in the country nearly every year. Today, Ski Challenge has more than 4,000 total race starts each season. There are close to 80 regular-season teams at Buck Hill. Ski Challenge's size and long-time commitment to its members are testimony to the exciting racing and quality experience that it provides.

THE SKI CHALLENGE has many great events planned for the 2024-25 season to celebrate its 40th year anniversary. Seven ski leagues will be offered at Buck Hill for the upcoming season. Each league consists of anywhere from eight to 16 teams, with 10 racers per team. The regular season starts in January with races being held once a week per league for seven weeks. Other various non-league events will also be held at Buck Hill, Giants Ridge and Jackson Hole. All of our leagues welcome both adults and people under 18. The season culminates with a championship race weekend at Giants Ridge which includes both team racing and individual racing.

Why Sponsor Us

- Ski Challenge sponsors and participating areas enjoy the benefits of high exposure to a direct target market through the association with a program that has a proven track record and outstanding reputation.
- Sponsors are promoted directly to the people who use their products and services. Sponsors are promoted at multiple events throughout the year, not just at one main event.
- Ski Challenge Sponsorship is an inexpensive way to support the ski community by helping to keep people interested in the sport and the products that support the sport. By being a Ski Challenge sponsor, you keep the program more sustainable by helping to keep costs down for racers.

The Ski Challenge provides an excellent racing experience for all levels and abilities of skiers. All ages from four years on up are welcome to participate. Our recreational races are well-organized and user-friendly. We provide an environment and atmosphere catering to all skill and competitiveness levels. The unique team format and scoring promote great fun, camaraderie, and interaction among racers. Ski Challenge is SERIOUS FUN! Members join to have a reason to ski more, to meet with friends, and enjoy a healthy winter activity.

Membership

Total Teams - Regular season: 77
 Leagues - Regular season: 7
 Total Registered Regular Season Racers: 691
 Total Championships Racers: 172
 E-mail List (households): 1,884

TOTAL RACER APPEARANCES

Regular Leagues: 3,697
 NASTAR Open Races: 209
 Championships: 352
 Overall for season: 4,258



Household Income

\$20-39K - 2%
 \$40-69K - 7%
 \$70-99 - 11%
 \$100-199 - 44%
 >\$200K - 36%



Racer Demographics

Average Age: 47

<21 - 6%
 21-29 - 13%
 30-39 - 13%
 40-49 - 19%
 50-59 - 22%
 60-69 - 23%
 70+ - 4%

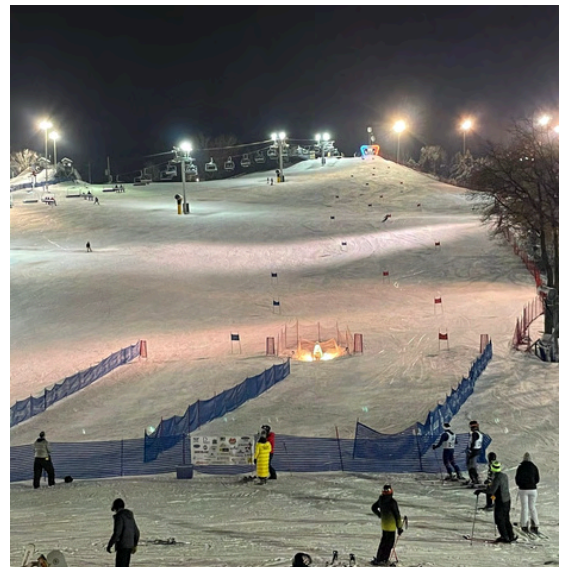
Male/Female

21% Female
 79% Male



Ski Challenge was the number one NASTAR Club again in 2024

1. Ski Challenge 3351
2. Xlr8 669
3. Pats Peak 763



Events



League Events - 49 Total Events



BUCK HILL

January-February

49 Total Events - 3,697 Total Racer Appearances

Ski Challenge has seven league options at Buck Hill. These leagues each run for seven consecutive weeks. Leagues are offered Monday-Thursday nights, Sunday mornings, Sunday early evenings and Wednesday afternoons. Leagues consist of teams of 10 and range anywhere from 9 teams to 16 teams per league. Racers join a team in a particular league and race in that same league at the same time each week. Racers may join more than one league but can only participate on one team per league.

We also offer Guest Racing for friends and family members. Racers can also guest race in leagues they currently are not participating in. Guest racers are allowed to race no more than two times per league before they must join a team. Guest racing is a great way to allow skiers to try racing out.



Events



NASTAR Open Races

Saturday Nights in January and February
One Event in December

7 Total Events - 209 Total Racer Appearances



BUCK HILL

Ski Challenge teams up with Buck Hill to offer Open NASTAR Races throughout the season. Anyone can participate and racers don't have to be current Ski Challenge members. Racers have the chance to take as many race runs as they want within an hour and a half time period. This gives racers a great opportunity to practice, try out new equipment, or just try ski racing! Results and rankings are based on individual racing, not team racing.



Race Camp at Jackson Hole

First Week in December



Ski Challenge puts on a race camp at Jackson Hole Mountain Resort each December. Around 20+ campers kick off their season by attending the camp. Most participants are from our Ski Challenge group but some participants are local Jackson Hole skiers and others are from other parts of the country. We offer this camp to all abilities. Participants do not need to be seasoned racers. Coaches help each participant work toward individual goals. It's a great way to get our ski legs under us and also provides a lot of fun and camaraderie - not to mention a ton of skiing.



Events



Championships at Giants Ridge

First Weekend in March - 7 Events
352 Total Racer Appearances



Championships at Giants Ridge is a fun-filled weekend of racing that all Ski Challenge teams can participate in. Championships weekend is not required, but it's a weekend not to be missed. Friday events include a gate practice and an open team race. Racers form new teams for the Friday race with great prizes to be won. On Saturday, existing teams are placed in divisions. There are four division races where teams compete against teams of similar abilities. Saturday finishes with the King/Queen of the Hel Race. This is an individual race where racers try and improve their handicap from the season. The weekend is capped off with a Saturday night party where awards and prizes are handed out.



Sponsor Exposure

Ski Challenge sponsors get ample exposure throughout the year.

Indoor / Outdoor Signage

Indoor and Outdoor banners are displayed at each event. All banners are displayed at our Championships at Giants Ridge giving all sponsors great exposure.



League Event Awards



League Races



Championships Awards

Team Photos

Professional 5x7 Team Photos are taken and made available for each member at no additional charge to them. These photos are also used in award plaques given to the winning team of each league and the winning team in each championship division.

SKI CHALLENGE 2024

The Young & Edgeless



SKI CHALLENGE 2024

Snow Temple Pilots



Sponsor Exposure

Weekly E-news and Printed News

Sponsors and ski areas are represented in each weekly e-news and printed newsletter. E-news is e-mailed to more than 1,800 addresses. Printed news is distributed at all league events and at participating shops.

WEEK 1 - JANUARY 2, 2024

SKI CHALLENGE NEWS



WELCOME BACK RACERS!
2024 marks the 39th season of Ski Challenge! It looks like it's going to be a great season with Buck Hill's new chairlift and start ramp and the temperatures finally cooling down! We know no matter what, our racers are die-hard! The members of Ski Challenge make our program the success that it is. You are enthusiastic and passionate about the sport and can't seem to get enough!

We are excited to get started and can't wait to see everyone!

COURSE COLORS FOR 2024

The course colors will be Blue and Red at Buck Hill this year. These colors will be used to match the new Start Shack lights! The Blue course will be on Racer's Right (left looking up the hill) and Red course will be Racer's Left (right looking up the hill).

LIFT TICKETS
Must be worn at each event. Tickets will be periodically checked. Buck Hill offers online tickets deals and offers a late night lift ticket deal each night starting at 7 pm. Find out more on their website. www.buckhill.com

EVENT CENTER / AWARDS
NO Outside Food or Beverage allowed in the Event Center or Buck '54 Restaurant. You will have an opportunity to purchase food and beverage at each of our race events.

7/11 RACE NIGHTS

This season all the course setters will be picking one week to have a 7/11 course week. What this means is one of the dual courses will have 7 gates and the other 11. We will give each league notice of when this will happen. It most likely will be around week 5 or 6. No need to wear different skis. Your normal race skis should be able to handle each type of course!



PO Box 70, Savage, MN 55378
info@skichallenge.com | www.skichallenge.com

Buck Hill Sunday AM



Place	Team	6th	7th	8th	9th	Points
1	The Young & Eldiges	119	136	152	164	198.83
2	Bulmer Stewart	119	129	138	150	204.82
3	Ladies of the Alps	119	128	138	147	198.82
4	Phonologie	119	117	121	131	158.83
5	Rat Race	152	116	116	120	202.83
6	Valley Racers	151	108	115	113	157.84
7	Claring Technic	85	89	91	93	211.84
8	Wax Poachers	81	84	87	90	179.85
9	Wash School	71	71	71	71	149.86
10	Relaxco Schwabens	80	81	81	81	151.86

Buck Hill Monday



Place	Team	6th	7th	8th	9th	Points
1	Strained Youth	80	106	113	116	158.83
2	Slingshot	88	102	115	127	211.84
3	Paradise Park	87	95	102	112	171.85
4	Mutual	87	95	102	108	142.81
5	Rocky Racers	86	96	98	98	178.84
6	Black Eagles	85	88	89	90	178.84
7	Slack Racers	85	88	89	90	178.84
8	Slack Racers	85	88	89	90	178.84
9	Slack Racers	85	88	89	90	178.84
10	Teeth Angels	35	35	35	35	38.88



HEAVYGLARE
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GOGGLE RX ADAPTER

Heavyglare Eyewear
14000 Grand Ave
Dunwoody, MN 55337
8-4 Monday through Friday
612-220-1950

Buck Hill Sunday PM



Place	Team	6th	7th	8th	9th	Points
1	Slack Racers	182	189	112	112	201.86
2	Gale Night	181	187	188	189	161.86
3	The Karma Team	181	187	188	189	161.86
4	Slack Racers	181	187	188	189	161.86
5	Slack Racers	181	187	188	189	161.86
6	Slack Racers	181	187	188	189	161.86
7	Slack Racers	181	187	188	189	161.86
8	Slack Racers	181	187	188	189	161.86
9	Slack Racers	181	187	188	189	161.86
10	Slack Racers	181	187	188	189	161.86

Buck Hill Tuesday



Place	Team	6th	7th	8th	9th	Points
1	Lord and Lord	150	174	180	202	234.83
2	Lord and Lord	143	166	181	186	208.83
3	Slingshot	138	155	166	181	181.84
4	Wax Poachers	133	142	146	150	234.86
5	Slack Racers	132	141	145	150	234.86
6	Slack Racers	132	141	145	150	234.86
7	Slack Racers	132	141	145	150	234.86
8	Slack Racers	132	141	145	150	234.86
9	Slack Racers	132	141	145	150	234.86
10	Slack Racers	132	141	145	150	234.86

7/11 RACE NIGHTS ARE COMING!

7/11 is coming to week 6 or 7 depending on the conditions! What this means is one of the dual courses will have 7 gates and the other 11. No need to wear different skis. Your normal race skis should be able to handle each type of course!



Buck Hill Wednesday DAY



Place	Team	6th	7th	8th	9th	Points
1	The Bunch of Prigs	143	172	182	207	200.30
2	Gale & Dale	147	167	185	197	349.03
3	The Karma Team	148	169	185	204	272.84
4	Slack Racers	152	147	155	157	250.83
5	Buck Naked	124	136	142	142	250.23
6	Peak Off	104	107	107	107	164.82
7	Slack Racers	103	106	106	106	160.87
8	Grand Finale	99	99	99	99	178.84
9	Liquid Ice	95	97	97	97	207.84
10	U.S.R. Racers of the L.C.	87	87	87	87	149.86

Buck Hill Thursday



Place	Team	6th	7th	8th	9th	Points
1	Team Drilling	118	125	148	159	212.81
2	Team Drilling	118	125	134	154	203.84
3	Excavator Brewery	117	134	150	158	174.84
4	Protonium Racers	117	133	145	148	219.85
5	Slack Racers	106	115	124	124	151.84
6	Slack Racers	97	109	117	117	203.81
7	The Gang With the Ding	92	97	97	97	118.82
8	The High Lites	80	89	106	110	151.89
9	Natural Innovations	80	84	86	86	122.22
10	Rat Racers	87	95	101	104	223.23
11	Slack Racers	80	80	80	80	143.83
12	Gabe Racers	74	79	80	80	141.71
13	Deadbeat D Team	71	74	77	79	207.81
14	Rat Racers of the Hill	70	72	72	72	128.85
15	Healy Longlegs	68	70	70	70	148.87

MIDWEST MASTERS
Presents:
NATIONAL
Championship
FEBRUARY 5-10
GRANITE PEAK

Buck Hill Wednesday PM



Place	Team	6th	7th	8th	9th	Points
1	Safety Committee	147	167	182	192	203.85
2	Slack Racers	147	163	171	175	164.22
3	Gabe Racers	143	163	178	193	203.86
4	Jesters	136	155	170	177	202.84
5	The Next Boy	130	149	160	169	214.81
6	Team Morgogon	134	150	161	171	261.72
7	Slack Racers and the Fu	133	143	147	147	117.74
8	Hopkin Banks	126	133	135	135	164.83
9	DTW	84	100	105	106	212.21
10	The Slingshot	80	84	100	102	201.86
11	Slack Racers	80	84	86	86	211.50
12	Nevada	55	55	55	55	119.87



Maddie and Michael - Gate Night - BHSUNP

Barb Everson
612-799-7710
barb@trenaryrealty.com
www.barbeverson.com

Printed News - Distributed at all events and participating sponsor shops

SKI CHALLENGE
RECREATIONAL SKI RACING

Ski Challenge | Week 4 | January 24, 2024

Quick Links

- [FAQ's](#)
- [Regular Season Results](#)
- [Championships Results](#)
- [Registration Information](#)
- [Calendar of Events](#)



SKI CHALLENGE
RECREATIONAL SKI RACING

Ski Challenge | 2024 SEASON WRAP UP

Quick Links

- [Regular Season Results](#)
- [Individual Ranking Reports](#)
- [Championships Results](#)
- [Calendar of Events](#)

Our 39th season of the Ski Challenge has wrapped up! It was a great year!

Despite the crazy weather year, we pulled off another fun-filled season! Our 2024 season was filled with mild temperatures (except for that one week!) and variable snow conditions. The course setters rose to the occasion and set great courses! We even had a 7/11 week for each league. We are so thankful for the state of art snowmaking at Buck Hill. Buck Hill did a



E-News Sent out weekly during season and monthly during off season to close to 1,800 e-mail addresses

Sponsor Exposure

League Materials

RUNNING ORDERS - 11"x17" Running orders posted inside and at top of race run each race. Running orders are available each week and provided in Captains' packets. Each week, teams rotate in the running order. A new running order is posted inside and at the top of the race run. These running orders also include all of the league sponsors for that particular league.

TABLE TOPPERS - are used at each league event to assign team tables. Sponsors are prominently displayed on each table topper.

RESULT SHEETS - Result sheets showing the previous week race results are provided each week at league events.

Buck Hill Wednesday Day Running Order

Week #1	Week #2	Week #3	Week #4	Week #5	Week #6	Week #7
Blue 790 Red 800	Blue 810 Red 820	Blue 830 Red 840	Blue 850 Red 860	Blue 870 Red 880	Blue 890 Red 900	Blue 910 Red 920

Indoor Running Orders distributed at league events



Table Toppers placed on team tables at League Events

BHTHUR Week #7
February 22, 2024

Blue	Red
790	720
800	730
810	740
820	750
830	760
840	770
700	780
710	790
720	800
730	810
740	820
750	830
760	840
770	700
780	710

Outdoor Running Orders placed at top of race run.

Buck Hill Tuesday 2024 - Week 6
Tuesday, February 13, 2024

SKI CHALLENGE

PACESETTER:

Blue Course	Red Course	MP	PaceSetter Times	PAB Times
ABBEY EVERSON	ABBEY EVERSON	8.66	17.53	16.13
		8.68	17.32	15.95

RACE RESULTS:

Place	Team	# Skiers	# Skiers	# Skiers	# Skiers	Blue Points	# Skiers
1st	Locked and Loaded	30	35-P	40-P		47.25	8
2nd	Mother Buckers	30	35-P	39-G	43-G	58.10	9
3rd	Locked & Re-Loaded	30	35-P	39-G	43-G	41.78	10
4th	Edging Closer	29	33-G	37-G		40.31	8
5th	Wayne's World	28	32-G	35-S	38-S	69.45	9
6th	Soary Sliders	26	28-B			27.12	7
7th	Beer Chasers	24	27-S			44.89	7
8th	Shredded Cheddar	23				25.62	6
9th	Wally, What?	21	24-S	26-B		72.24	6
10th	Big Bucks	17				36.11	5
11th	Pole Whackers	17				18.07	4
12th	Liquor is Quicker	14				35.44	6

FASTEST FEMALE RACERS:

RACER NAMES	TEAM	Best HC	Medal	BlueTM	BlueHC	RedTM	RedHC
ABBEY EVERSON	Locked and Loaded	8.50	P	Fastest	17.53	8.56	17.32
HILLARY LUND	Mother Buckers	16.80	P		18.84	16.80	19.01
BRIGETTA HARTZELL	Wayne's World	23.31	S		19.89	23.31	22.05
STEV GILBY	Wayne's World	23.68	G	Fast	19.95	23.68	22.18
MAINE HALVORSON	Edging Closer	24.08	G		DNF	19.79	24.08
CELLY KING-ELLISON	Big Bucks	25.27	G		20.35	26.16	19.98
EM LOEFFLER	Wayne's World	25.29	G		20.21	25.29	21.37
BRIGIDE COCHRANE	Mother Buckers	26.39	G		20.33	26.39	20.88
DAVE GROSS	Wally, What?	28.27	G		20.77	28.27	20.79
ZATIE OBERING	Big Bucks	35.03	G		21.78	35.03	22.55
ROSE QUINTERO	Beer Chasers	46.81	S		23.68	46.81	25.17
ANTASHA ROBERTS	Edging Closer	60.63	B		25.93	60.63	26.20

FASTEST MALE RACERS:

RACER NAMES	TEAM	Best HC	Medal	BlueTM	BlueHC	RedTM	RedHC
MICHAEL ANKENY	Mother Buckers	0.71	P	Fastest	16.41	1.74	16.07
LORE EVERSON	Locked and Loaded	3.53	P		17.06	5.77	16.51
DAVE HERZET	Mother Buckers	3.64	P	Fast	17.05	5.70	16.51
DAVE HERZET	Mother Buckers	3.64	P	Fast	17.05	5.70	16.51

Weekly Results

Sponsor Exposure

League Bibs & T-shirts


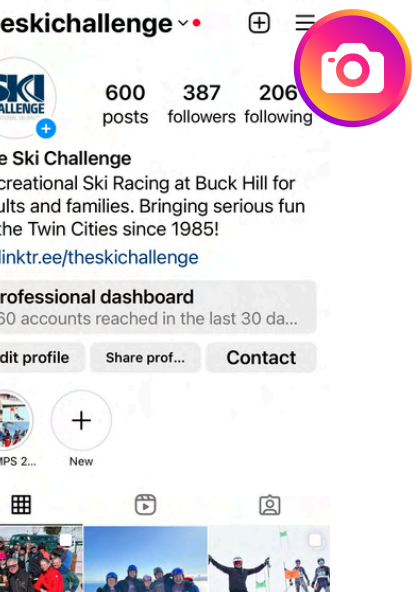

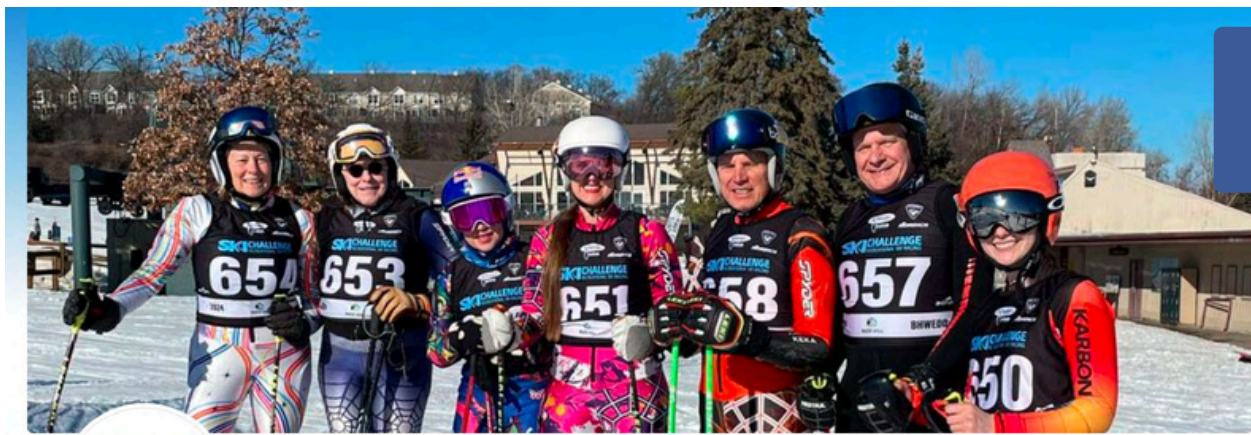
All Platinum, Gold, and Silver Ski Challenge Sponsors get their logos placed on the bibs and t-shirts for the league events that they sponsor. Each season Ski Challenge designs a fresh, new bib and t-shirt for each participant. Racers keep their race bibs after the season is over.



Sponsor Exposure

Social Media & Website

- Name on Partnership page of website with link to your website
- Logo to appear on website league pages
- Logos to appear on all general pages of website
- Opportunity to advertise Partner events on Ski Challenge website sponsor event page
- Opportunity to advertise Partner events on Ski Challenge website calendar of events
- Upcoming partner events posted on Ski Challenge Homepage week of event
- Promotion on Ski Challenge Facebook and Instagram Pages via content sharing or a post created for you



Website

Sponsor Exposure

Brochure

An yearly brochure is created to distribute at various sponsor shops, ski areas and various preseason events

HOW DO I JOIN?

Anyone can join a race series as an individual, with a few friends, or start a new team (on a space-available basis). Participants join a specific race series and race in that series (same day & area) for the entire season. You may join more than one league, but may only race on one team per league. Kids are welcome to participate in all leagues. Buck Hill Monday, Tuesday, Wednesday PM, and Thursday races you must be 13 or older to participate.

COST

Regular season racing for seven weeks starting in January.
\$165* per person (\$175 after October 31)
*Does not include lift tickets

Additional fees will be charged for championship racing and extra events.



WHAT IS SKI CHALLENGE?



The Ski Challenge plans and organizes recreational ski racing events for adults and kids. Racers join a team and race in a league for seven weeks at the same time and place each week starting in January.

Each race league has a max of 16 teams and ten members per team. Leagues are held at Buck Hill. Ski Challenge also offers open NASTAR races on Saturday nights in January and February at Buck Hill. At the end of the regular season, all teams are invited to participate in a championship at Giants Ridge where each team is placed in an appropriate division based on how each team member did throughout the season. There are also fun, open events during the weekend that anyone can participate in.

At a Ski Challenge race, participants race through two, timed modified giant slalom courses. A handicapping system compares each racer's time to a par time on the same run to determine a new handicap. A par time is arrived at by using a pacesetter.

No previous experience is necessary. Only the desire to have fun! The timed courses are on hills designed for intermediate skiers.



PLATINUM SPONSORS



GOLD

- Borah
- Northstar Performance Training
- Tonka Cycle Ski Board
- Trenary Realty Group - Barb Everson

SILVER

- Alpenhof
- Fast Wax
- Heavyglare Complete Eyewear Solutions

CO-SPONSORS

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- Nordica
- Rossignol
- Superfeet
- Technica
- Volkl

PARTICIPATING SKI AREAS



THE SKI CHALLENGE

Recreational Alpine Ski Racing Leagues for Adults and families at Buck Hill

- Teams of 10
- 7-Week League Series
- Leagues start in January
- Practice Races in December
- Open Race nights Saturdays in January and February
- Awards Ceremony after each race
- All ages and abilities welcome

SERIOUS FUN

Our recreational races are well organized and user friendly. We provide an environment and atmosphere which caters to all levels of skill and competitiveness. The unique team format and scoring promote great fun, camaraderie and interaction among racers. Ski Challenge is **SERIOUS FUN!**

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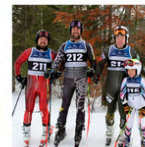
SCORING

Racers make one run in each course per race to determine their handicap. The top six out of 10 racers on a team count toward team points. These six may vary from week to week. If there is a tie, the 7th, 8th, and 9th racers' scores will be used. Points accumulate each week for team standings in leagues. Each racer is ranked individually in his or her age group each week using the best handicap of that week averaged with past handicaps. Individual handicaps are used to determine which division the team races in at the Championships at Giants Ridge at the end of the season.

Recognition is given to the most improved and fastest racers at each event. Every participant earns a medal and has the chance to win door prizes donated by sponsors at every event. The weekly result newsletter lists individual rankings by age as well as team standings. Results can also be found on the web site and through our weekly e-news. All handicaps are sent in to NASTAR for national ranking.

SATURDAY INDIVIDUAL RACING

Ski Challenge coordinates Open NASTAR races at Buck Hill in December, January and February. Anyone can participate. These are individually scored races with unlimited runs.



Participants earn a handicap and medal. These races are a great opportunity to get some extra runs in. Go to our website to see the complete schedule.

Tentative Schedule for 2024-25

2024-25 Tentative Schedule		
PRE-SEASON EVENTS		RACE TIME*
Ski Challenge Race Camp at Jackson Hole	December 5, 6, 7, 2024 OR December 12, 13, 14, 2024	
Preseason Open NASTAR	Thursday, December 19	7:00 PM
REGULAR SEASON - 7 WEEKS		
Buck Thursday	January 2, 9, 16, 23, 30, Feb 6, 13	7:30 PM
Buck Sunday AM	January 5, 19, 26, Feb 2*, 9, 16	10:00 AM
Buck Sunday PM	January 5, 12, 19, 26, Feb 2, 9, 16	6:00 PM
Buck Monday	January 6, 13, 20, 27, Feb 3, 10, 17	7:30 PM
Buck Tuesday	January 7, 14, 21, 28, Feb 4, 11, 18	7:30 PM
Buck Wednesday DAY	January 8, 15, 22, 29, Feb 5, 12, 19	1:30 PM
Buck Wednesday PM	January 8, 15, 22, 29, Feb 5, 12, 19	7:30 PM
	* Double Race for BHSUNA	
SATURDAY OPEN RACES NASTAR		
Saturday NASTAR at Buck	January 4, 11, 18, 25, Feb 1, 8, 15	6:30 PM
*COURSE INSPECTION is 1/2 hour before RACE TIME		
CHAMPIONSHIPS AT GIANTS RIDGE		
Friday-Sunday	February 28 - March 2, 2025	