



Sponsorship Opportunities for the Spirit of Skiing Award Gala

Honoring The Macomber and McLane Families - Nov. 22, 2025

About the New England Ski Museum

The New England Ski Museum is a member-supported 501(c)(3) nonprofit organization dedicated to preserving and sharing the history of skiing and the 10th Mountain Division. With two locations in Franconia Notch and North Conway, NH, the Museum offers free admission and showcases one of the largest ski-related collections in the world. Each year, the Museum welcomes over 25,000 visitors and plays a vital role in celebrating and preserving ski history. To learn more about the Museum, visit our brand new website at skimuseum.org.

About the Spirit of Skiing Award

Each fall, the New England Ski Museum presents its most prestigious honor: the *Spirit of Skiing Award*. Inspired by legendary coach Otto Schniebs' enduring belief that "*skiing is not just a sport, it is a way of life*," this award celebrates individuals and organizations whose lives and work reflect the very heart of skiing.

Recipients are recognized not only for their achievements, but for their lasting impact on the sport—those who have inspired generations, expanded access to skiing, and upheld its values of adventure, community, and lifelong passion.

This year, we are proud to present the Spirit of Skiing Award to two remarkable families whose legacies have shaped the sport in New England and beyond: the Macomber Family and the McLane Family.

Past honorees include ski icons and visionaries such as Tom Corcoran, Stein Eriksen, Herbert Schneider, the SE Group, Cal Conniff, and Penny Pitou.

This special evening draws an audience of ski industry leaders, athletes, historians, supporters, and enthusiasts—offering a unique opportunity to align your business with the timeless spirit of skiing and the people who embody it.

Event Sponsorship

We invite you to make this legacy event which honors the Macomber and McLane Families a success and to support the New England Ski Museum by becoming an event sponsor. Depending on the size of your contribution, you become eligible for an array of benefits.

Sponsorship Levels and Benefits

By sponsoring the Spirit of Skiing Award Gala, your organization gains visibility across New England and beyond. Your support will be acknowledged in our publications, promotional materials, and on-site at the event. On the next page is a summary of the sponsorship levels and benefits; more detailed descriptions for each individual benefit tier are on the following pages.

Benefit	Gold	Silver	Bronze
	\$5,000	\$2,500	\$1,000
Prominent Recognition as Presenting Sponsor	☑		
Opportunity to Present Award	☑		
Logo featured in Video Presentation	☑		
Business Banner at Event	☑	☑	
Ad in Event Program	☑	☑	
Logo in Event Program	☑	☑	☑
Recognition in Press Releases	☑	☑	☑
Recognition in Social Media	☑	☑	☑
Logo in Museum Journal	☑	☑	☑
Logo & Link on Museum Website (1 Year)	☑	☑	☑
Logo in E-Newsletter (2025)	☑	☑	☑
Complimentary Museum Membership (1 Year)	☑	☑	☑
Complimentary Event Ticket	2	1	

Recognition is contingent on timely submission of logos and other required materials.

Join Us as a Sponsor

Your sponsorship ensures the success of this cherished event honoring The Macomber and McLane Families while supporting the New England Ski Museum's mission to preserve and celebrate ski history. We look forward to partnering with you to make the Spirit of Skiing Award Gala a fantastic event!

Contact Us

For more information, to secure your sponsorship, or discuss other supporting opportunities, please contact us at:

- ❖ andrea@skimuseum.org
- ❖ (603) 307-0065

Spirit of Skiing Award Gala 2025

Sponsorship Levels and Benefits

Gold Sponsorship (\$5,000)

- Prominent recognition as Gold/Presenting Sponsor
- Opportunity to present the award(s) during the Awards Ceremony
- Business logo featured in video presentation during the awards ceremony
- Your business wall banner or pop-up banner prominently displayed at the event
- Logo placement in the *Event Program*, supplied at the event
- *Ad* placement in the *Event Program* as well
- Recognition in press releases for the event
- Recognition on social media
- Logo included in the New England Ski Museum's quarterly *Journal* going to over 1,400 members
- Logo featured on the Museum website for an entire year
- Logo featured in Museum e-newsletters during 2025
- Two complimentary tickets for the event
- Complimentary Museum Membership for one year

Silver Sponsorship (\$2,500)

- Recognition as Silver Sponsor
- Your business wall banner or pop-up banner prominently displayed at the event
- Logo placement in the *Event Program*, supplied at the event
- *Ad* placement in the *Event Program* as well
- Recognition in press releases for the event
- Recognition on social media
- Logo included in the New England Ski Museum's quarterly *Journal* going to over 1,400 members
- Logo featured on the Museum website for an entire year
- Logo featured in Museum e-newsletters during 2025
- One complimentary ticket for the event
- Complimentary Museum Membership for one year

Bronze Sponsorship (\$1,000)

- Recognition as Bronze Sponsor
- Logo placement in the *Event Program*, supplied at the event
- Recognition in press releases for the event
- Recognition on social media
- Logo included in the New England Ski Museum's quarterly *Journal* going to over 1,400 members
- Logo featured on the Museum website for an entire year
- Logo featured in Museum e-newsletters for 2025
- Complimentary Museum Membership for one year

***Recognition is contingent on timely submission of logos and other required materials.
If you have any questions regarding benefits, please don't hesitate to reach out to us.*

Thank you so much for your support!