



WARREN MILLER.  
entertainment



## THE LARGEST ACTION SPORTS FILM ON THE PLANET!

*For over 60 years, Warren Miller Entertainment has produced and self distributed the largest and most viewed action sports film on the planet, reaching more skiers and riders than any other action sports film in history. With a National Tour of 200+ U.S. cities and international distribution in key markets, approximately 500,000 passionate and extremely dedicated snow-sport enthusiasts attend the annual feature film worldwide.*

Max Bervy  
Managing Director, Warren Miller Entertainment

### Feature Film Tour

- 300,000 Nationwide Attendees
- 85 U.S. Cities
- 194 U.S. Shows
- Top 30 DMA Markets

### Warren Miller Attendees

- Men: 61%, Women: 39%
- Average Age: 34
- Age 18-34: 48%
- Average HHI: \$72,459
- Over one-third ski 20+ days a year
- Over two-thirds plan on taking a 3-day or longer ski vacations next year
- Over one-fourth plan on buying a vehicle in the next year or so
- Nearly three fourths are likely to purchase new ski equipment/apparel in the next year

Source: Snowworld Readership Survey 2009, RRC Associates

### Sponsor Benefits

- Passionate Audience
- National-Scale Grassroots Promotion
- Custom On - Site Program
- Audience Interaction
- Brand Exposure & Product Display
- Database Capture
- WME Coupons - Custom & Trackable Promotions Resource
- National Sweepstakes
- Snowworld Magazine
- Seamless & Turnkey Execution
- Custom Content