ATHLETES • ART GOPRO MUSIC • MOUNTAINS

MOUNTAIN GAMES

EVENT OVERVIEW & SPONSORSHIP OPPORTUNITIES

GoPro MOUNTAIN GAMES VAIL
VAIL VALLEY FOUNDATION

2026



EVENT HIGHLIGHTS



1

Purina Pro Plan Dog Town Attendance

Pro Plan DockDogs, Pro Plan Incredible Dog Challenge Experience, and 25 dog adoptions made Dog Town a fan favorite!

2

YETI Speed Climbing at Golden Peak

Elite climbers blazed up the speed wall in seconds during the wildly successful first year of YETI Speed Climbing, thrilling fans with every gravity-defying race.

3

Record Saturday Crowds

Saturday saw a historic turnout with record-breaking attendance, proving the GoPro Mountain Games continue to be the must-see mountain event of the year.

EVENT OVERVIEW



94,503

EVENT ATTENDEES



96/100

SATISFACTION RATE



10,033

ROOM NIGHTS BOOKED



$9.2M+

ECONOMIC IMPACT
















FINISH
ISOPURE
GoPro



RESEARCH HIGHLIGHTS

AVERAGE NIGHTS IN LODGING: **4.3**

SATISFACTION RATE: **96/100**

TOP REFERRALS: **WORD OF MOUTH & NEWSPAPER**



AVERAGE DAYS ATTENDED: **2.4**

84% VERY LIKELY TO RETURN

FIRST YEAR ATTENDED: **35%**

NET PROMOTER SCORE: **85**

FAVORITE EVENTS: **DOCKDOGS & KAYAKING**

TOTAL MARKETING IMPRESSIONS: **383M+**

EVENT DEMOGRAPHICS

77% Came to Vail Specifically for the GoPro Mountain Games

66% Returning GoPro Mountain Games Attendees

Top Categories of Interest:
Outdoors, Traveler, Wine & Foodie, Sports, Music / Festivals

38% Local

8% In-State Day

21% In-State Overnight

33% Out-of-State



EVENT DEMOGRAPHICS

Average Age of Spectators

46.9

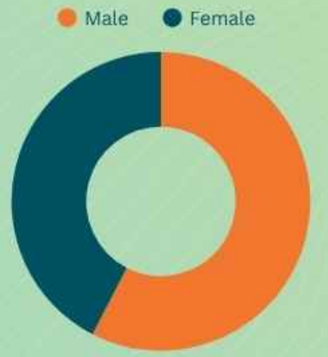
Top Locations

Colorado
Texas
Florida
Arizona
California

Gender of Spectators

42% Female

57% Male



Income Categories

39%

Make $100K + Household Income





ATHLETES

5,389
TOTAL ATHLETES REGISTERED

2 - 87
ATHLETE AGE RANGE

11
DISCIPLINES

53%
UNDER 30 YEARS OLD

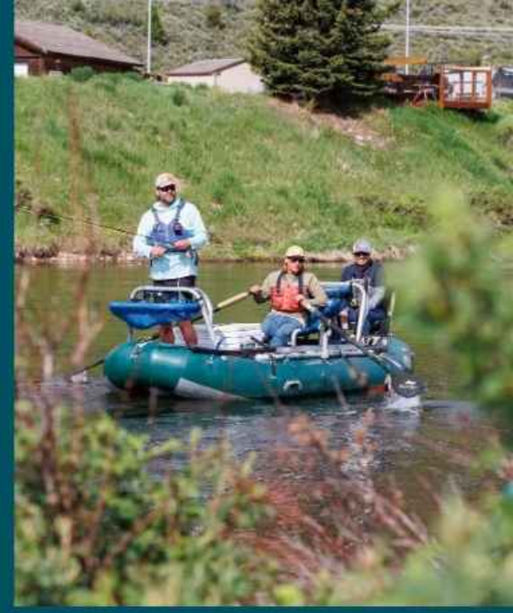
41
EVENTS

45
INTERNATIONAL PARTICIPANTS

8
SOLD OUT EVENTS

711
MULTIPLE REGISTRATIONS











ATHLETE DISCIPLINE BREAKDOWN

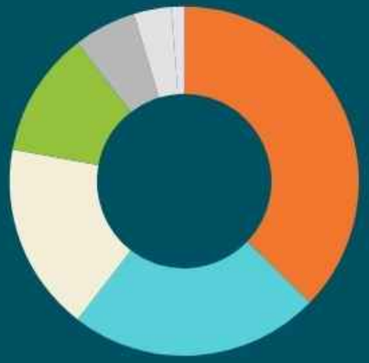
999 BIKING	668 CLIMBING	153 DISC GOLF	
860 DOGS	18 FISHING	135 KAYAK	174 RAFT
2,103 RUNNING	12 TRICKLINE	52 SUP	215 YOGA

ATHLETE DEMOGRAPHICS

Age Group

Average Age

34



Age 18 & Under	32%
Age 19-29	20%
Age 30-39	15%
Age 40-49	10%
Age 50-59	5%
Age 60-69	3%
Age 70+	1%

Gender

Male

60%



Female

40%



Top U.S. States

Colorado

Texas

California

Florida

Utah

Top 3 Participated Events

Nature Valley Mountain Mud Run

adidas TERREX 5K Spring Runoff

GoPro XC Mountain Bike

Top Countries

United States

Chile

Japan

Mexico

SPONSOR ACTIVATIONS




















BFGoodrich


HOVERAir
BULLEIT
FRONTIER
WHISKEY


CERVEZA
PACIFICO




FINISH
ISOPURE
Pyranha


CELSIUS


PRO PLAN


WELCOME TO BFGoodrich GEAR TOWN
CELSIUS

100+ SPONSOR & VENDOR ACTIVATIONS

3D Adventure Printing
50 For the Fallen
adidas TERREX
AirTurn
AllGear Digital
Allover Apparel
Alpine Kayak
Amazing Grass
Astro Coffee Van
Aventon
B&B RV
BFGoodrich
Bulleit Bourbon
Canine Companions for Independence
Casamigos Tequila
Celsius
Czech out the Rock
Dark Energy
DECKED
Demerbox
Discover Vail
DockDogs
Duck Country Pet Treats
Eagle County Animal Services
Evil Eye
Fat Batter Ice Cream
Garmin
GeoTrek Vans
Gili Gear
GMC
GoFast Campers
GoPro
Grandma's Noodles
Gravity Haus
Gumotex
Hest
HoverAIR
Howard Head Sports Medicine
Isopure
Kady's Kollars
Keter
LaCroix
Lander
Lifetime Home Remodeling
Lightship RV
Liquid Death
Lost Range CBD
Luno
Luxedora
Midland Radio
Modl
Moved By Bikes
Mt. Oakley Threads
National Ski Patrol
Nature Valley
NikWax
NineSevenZero
Nomad Outfitters
Nova Guides
OnTheSide
Opa Greek Eats
Outdoor Crates
Outside Life
Pacifico
PeacePak
Peak State Coffee
Pit Viper
Polaris
Purina Pro Plan
QEJA Socks
Renewal By Anderson
Rhino Rack
Rhino Skin Solutions
Rugged Peaks Gear
Send-It
Ski Town Allstars
Smith Optics
SnoBahn
Snorehound
SpotSurfer
Stunt Puppy
Sun Bum
Taspen's Organic
The Chi Shack
The Steadman Clinic
Thread Wallets
Thule
Total Relief Station
Transwest RV
TurtleBox
Uncharted Supply Co.
USA Climbing
USFS
Vacasa
Vagabond Café
Vail IV
Verizon
What Tunes You On
YETI
Yo Colorado
Zach Otte Art
Z-Clear
Zeal Optics

ONSITE SAMPLING & SALES

75K+

NATURE VALLEY BARS SAMPLED

53K+

CELSIUS PRODUCTS SAMPLED

19K+

LACROIX PRODUCTS SAMPLED

100+

GOPRO CAMERAS SOLD





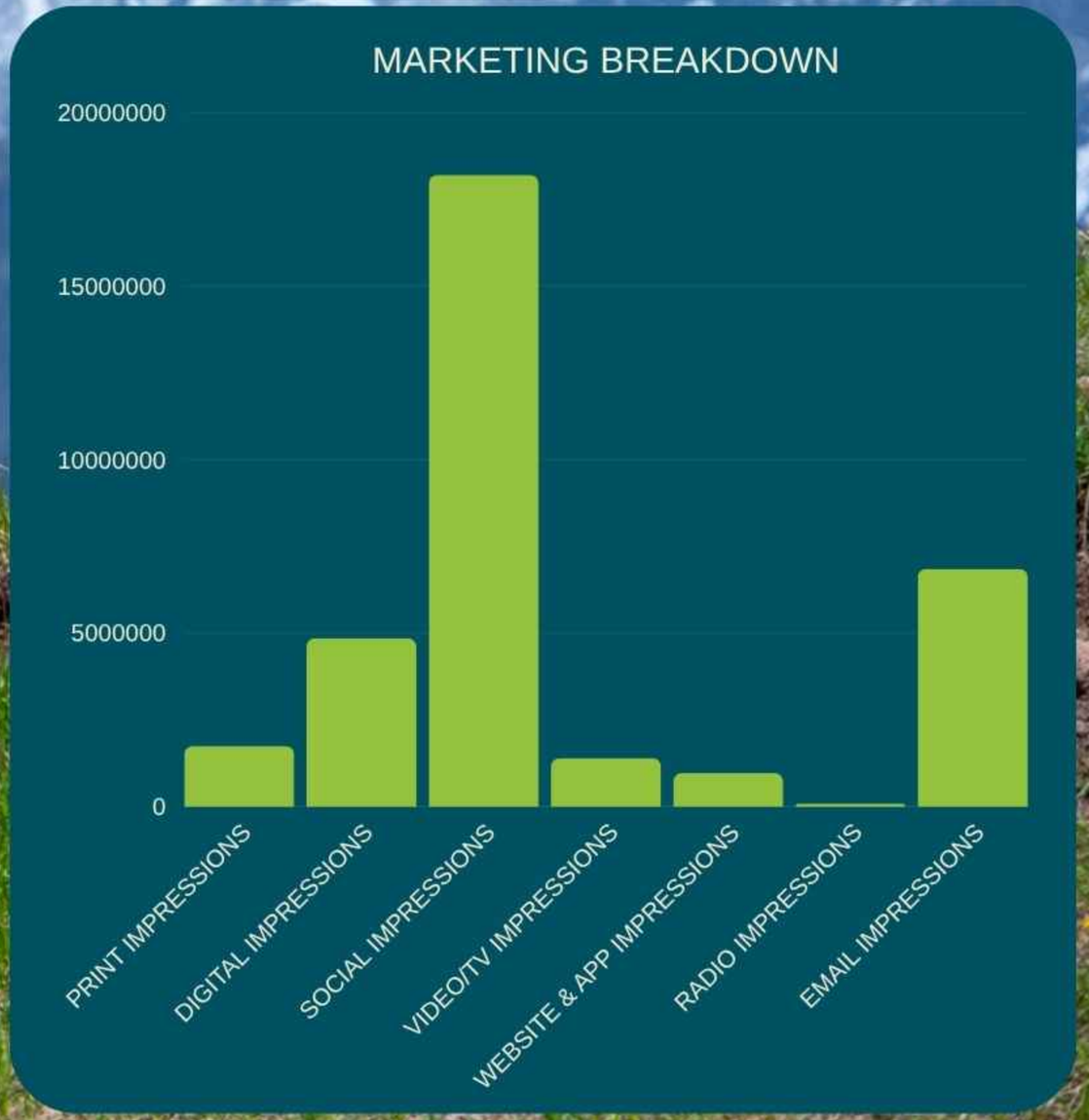
MARKETING & PR SUMMARY

383M+

IMPRESSIONS

$4.3M+

PAID MEDIA VALUE



MARKETING BREAK DOWN

Digital Impressions

4.8M+
Total Reach

$19K+
Media Value

8
Total Outlets

Mountain Games Social

4.9M+
Total Reach

$83K+
Media Value

53
Total Posts



PR Impressions

338M+
Total Impressions

$3.1M+
Media Value

304
Total Placements

Print Impressions

1.7M+
Total Impressions

$41K+
Media Value

53
Total Placements

Banner Flyover

~425K
Total Impressions

$5K+
Media Value

2
Total Placements

TV / Video

1.4M+
Total Impressions

31
Total Networks

$7.5K
Media Value

Radio Impressions

97K+
Total Reach

$3K+
Media Value

5
Total Networks

Mountain Games Emails

18K+
Total Reach

$12K+
Media Value

27
Emails Sent

THE COLAB









10.1M+
TOTAL SOCIAL FOLLOWING

10.4M+
TOTAL SOCIAL IMPRESSIONS

23
LIVE ACTIVATIONS

20+
CREATORS

6
LIGHTSHIP SESSIONS

80+
CONTENT POSTS

50+
FREE TATTOOS

PARTNER & CREATOR SOCIAL

13.6M+
IMPRESSIONS

412
SOCIAL POSTS

805K+
ENGAGEMENT

$336K+
MEDIA VALUE

44.7M+
FOLLOWERS
Includes both CoLab creators and marketing partners

5
PLATFORMS
Instagram, TikTok, Facebook, Youtube & Spotify

Brandon Semenuk
XC Biker



Chad & JT
Comedy



Angel Collinson
Pro Skier



Elliot Honeycutt
GROM Creator



Gus Glasser
DJ



Rowdy The Daschund
Skateboarding Dog



Eddie Ifft
Comedy



Pat Milbery
Artist



LAERZ
DJ



Quinn Brett
Creator



Band of Gringos
Jam Band



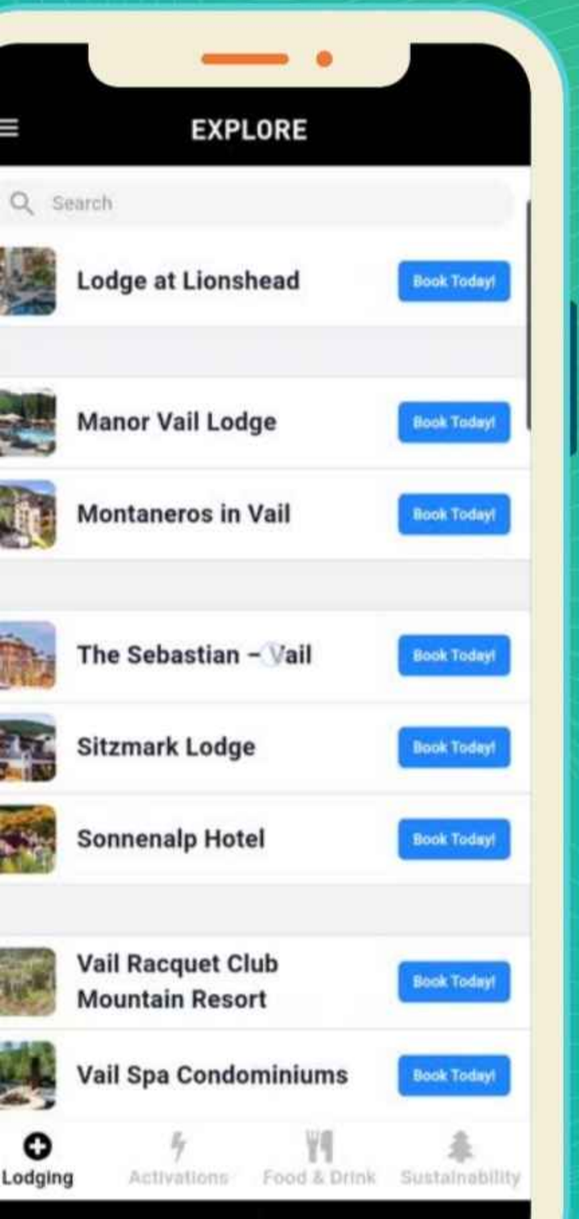
Irene Yee
Artist

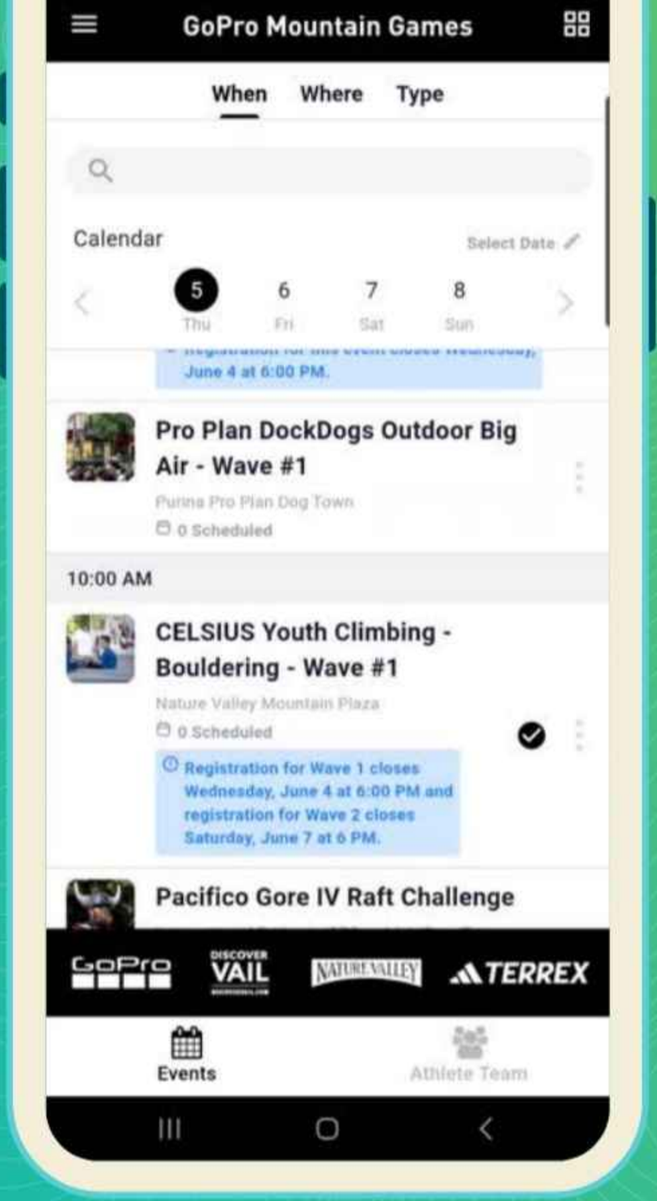


i70 Things
Giveaway

Epic Pass
Giveaway

FestivalOwl
Giveaway





MOUNTAIN GAMES MOBILE APP

5,424
TOTAL USERS

28K+
SESSIONS

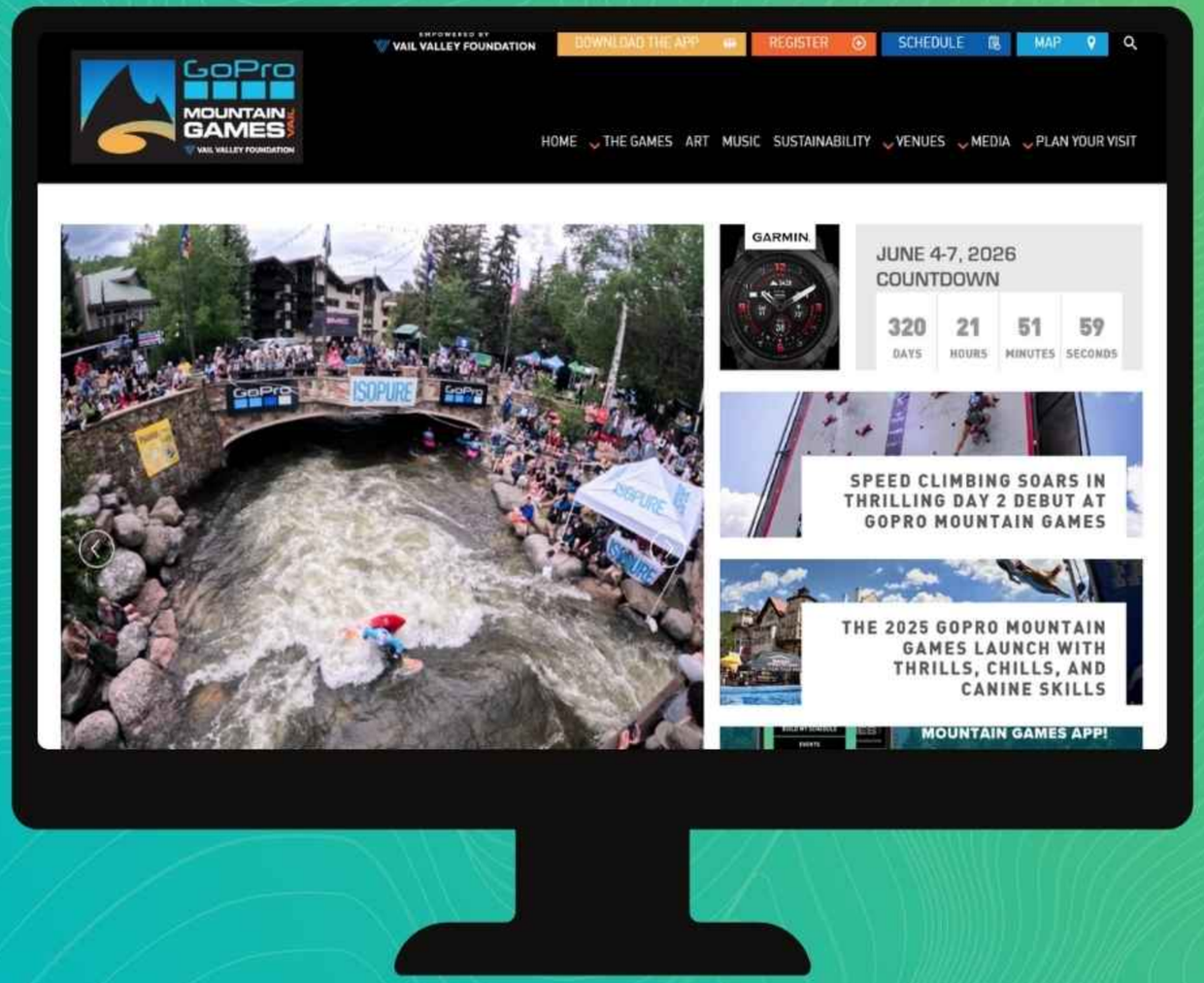
6:10
AVERAGE DURATION

445K+
TOTAL SCREEN VIEWS

Top Viewed Screens:
Discover, Events, GPS Map, Launch Screen, My Schedule, I'm an Athlete, What's Hot

Top Categories of Interest:
Media & Entertainment, News & Politics, Shoppers, Sports & Fitness, Food & Dining

Most Scheduled Events in 'Build My Schedule':
ISOPURE Kayak Freestyle, YETI NACS Speed Climbing, CELSIUS NACS Bouldering



MOUNTAIN GAMES WEBSITE

526K+
IMPRESSIONS

175K+
USERS

2.1M
EVENT COUNT

1:11
DURATION

Sources:
Google, Direct, Paid FB, Paid IG, Ad Words

Top Content:
Schedule, Mountains of Music, I'm a Spectator, Results, Molly Tuttle & The California Honeydrops, Events

MOUNTAINS OF MUSIC 2025

3
DEDICATED STAGES

22
TOTAL BANDS

42
TOTAL SETS

5K+
AMP TICKETS SOLD

34
FREE MUSIC SETS
ON THE TURTLEBOX MUSIC STAGE,
COLAB STAGE & THE BULLEIT
HANGOUT STAGE



PROTECT OUR PLAYGROUND

PARTNER CONTRIBUTIONS/EFFORTS:

- **Nature Valley** provided eco-friendly towels for the Mud Run
- **Aventon eBikes** provided eBikes for crew transportation
- **SunBum** promoted reef-friendly sunscreen
- **Lightship RVs** featured all electric RVs

SUSTAINABLE PRACTICES IMPLEMENTED:

- Introduced our **first-ever solar-powered venue**
- Use of **compostable cups and products**
- Featured kids **upcycled bike components** for race medals
- **Cupless aid stations** for athletes
- **Clean, Dry and Drain** practices for whitewater and fishing
- **Multi-year reusable event signage** to reduce landfill waste
- Encouraged **public transportation**
- Provided **free bike valet** services
- Installed **water refill & dog hydration stations**











87%
2025 WASTE DIVERSION

222
AVENTON GREEN TEAM HOURS

188 KWH
ENERGY USED AT THE OPERATIONAL BONEYARD

MOUNTAIN GAMES
ATHLETE TEAM

10
PODIUMS

29
SOCIAL POSTS

8
PRINT FEATURES

208K+
TOTAL SOCIAL IMPRESSIONS

7
WEB FEATURES

120
ATHLETE TEAM APPLICATIONS



Rob Prechtl
Multi-Sport



Haley Dumke
Off Road Cycling



Dax Macomber
Biking



Abby Holcombe
Freestyle Kayaker



Brayden Kirby Billingsley
Multi-Sport



Dani Johnson
Mountain Biking



Davis Hermes
Slackline



Lara Hamilton
Multi-Sport



Gabe Linderman
Climbing

GoPro Mountain Games Vail — SPONSORSHIP OPPORTUNITIES

Sponsorship Options	Platinum $125K+	Gold $75K-$99K	Silver $30K-$50K	Official $15K-$20K	Vendor $3K-$6K
Entitlement & Designation					
Exclusive partner	X	X			
Event and/or venue title	MULTIPLE	X			
Official 'xyz' designation	X	X	X	X	
Rights to use event marks for promo	X	X	X	X	
Logo Inclusion (*Includes but not limited to: website, main footer, print ads, poster, logo's printed collateral, village banners, email footer & video bumper)					
Official logo lock-up*	X	X			
Athlete bibs for titled events	X	X			
Webpage for titled event or venue	X	X			
Website patners page	X	X	X	X	
Listing on event vendors page	X	X	X	X	X
Mountain Games app inclusion	X	X			
Social Media & Email					
Inclusion in a non-dedicated email to entire list	2	1			
Tagging with any titled event or venue messaging	X	X			
Pre-event custom social/sweeps post (channels determined by VVF)	2	1			
Event custom social/sweeps post (channels determined by VVF)	3	2	1		

SPONSORSHIP OPPORTUNITIES

Sponsorship Options	Platinum $125K+	Gold $75K-$99K	Silver $30K-$50K	Official $15K-$20K	Vendor $3K-$6K
Marketing & PR					
Dedicated Mountain Games news article	X				
Introduction to Mountain Games athlete team & ambassadors	X	X			
Integration into the Mountain Games content	X	X			
Brand video (<:60) included on event videoboards (no sound)	X	X			
Static ad on event videoboards	X	X			
Access to high-resolution media photos at the event	X	X	X		
Logo inclusion on venue videoboards	X	X	X		
Activation & Signage					
Expo footprint	CUSTOM	10X20 OR LARGER	10X20	10X10 OR/10X20	10X10 OR/10X20
Custom branding & signage (in partnership with VVF)	X	X			
Custom activation (in partnership with VVF)	X	X			
Logo on titled event/venue structures & trusses	X	X			
Banners: non-competition venue	8	6			
Fencing: various venue locations (150' ft)	3	1			
Custom activation listed on event schedule (printed collateral & signage)	X	X			
Custom activation listed online (schedule & corresponding zone/event page)	X	X			

SPONSORSHIP OPPORTUNITIES

Sponsorship Options	Platinum $125K+	Gold $75K-$99K	Silver $30K-$50K	Official $15K-$20K	Vendor $3K-$6K
Lodging & Hospitality					
Room nights in Vail ($300/night)	10				
Comped event entries	10	6	4		
VIP hospitality tickets (4-days)	10	6	4		
VIP gift bags	10	6	4		
Mountains of Music tickets	10	6	4		
Event sweepstakes (VVF to provide 3 nights lodging, ground transportation, VIP tickets, gift bags, comped entries, GoPro camera)	X	X	X		
Product Inclusion					
VIP and athlete gift bags	X	X			
VIP area(s)	X	X	X		
Venue (locations based on VVF approval)	X	X	X	X	
Other					
Invitation to the GoPro Mountain Games Brand Summit: A two-day collaboration retreat with the top brands of the Event (Jan 20 & Jan 21, 2026)	X	X			

STAY UP TO DATE ON THE

2026 GOPRO MOUNTAIN GAMES

JUNE 4-7, 2026



THANK YOU!

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