

Turn-Key
Marketing
&
Promotions, Inc.

PRESENTS *The Greene Collective:*
A National Ski Resort Tour

**Multi-layered Marketing &
Promotional Opportunities
On & Off the Mountain:**

- Snow Sports Expos
- Live Ski Sampling on the mountain
- High Profile Event Opportunities
(reach athletes & VIP's)
- Guerilla Marketing on & around the ski resort
- Product placement on and off site
- Direct Resort Networking
- Demo Days
- Drop In Marketing & Promotions at
local spas & key hotspots
- In-Store Demos at local retailers



**Proven Marketing
& Promotion Success!**

TURN KEY'S RECIPE:

- Experience
- Research & Innovation
- Selection of Resorts
Based on Your Target Audience
- Networking on & off the mountain
- Customized programs on a
Client by Client basis
- Cost Effective Programs
- Commitment to Excellence
- Professional staffing by experienced,
"green-minded" Representatives

*Did you know
ski resorts area
great way
to target
high end consumers
from major
metropolitan areas?*

**IT'S TIME TO HEAD TO THE SLOPES!
JOIN THIS YEAR'S MOST EXCITING TOUR!**

805.967.4694 • www.tkpromotions.com





Turn-Key Heats Up Winter!

Get Your Snow Gear! Our Game is On.

Turn-Key's main Goal is to target a PRIME demographic to promote both visibility and sales of your brand. This national tour directly targets the high-end, health conscious consumer through one-on-one sampling and grassroots event marketing. We offer:

- 40 years of ski industry experience.
- Over 22 expo, events, and resort choices!
- Discounts for multi-event (3 or more) commitments.
- Discounts for multi-exhibitor events.
- Multi-faceted product placement & sampling opportunities
- Direct resort coordination with North America's top destination areas.
- The best mix of promotionally diverse opportunities for our clients.
- Proven success in targeting demographics
- Consumer loyalty development
- Cutting Edge promotions! The first green collective of its kind in the winter arena!
- Limited to five exhibitors per event.

Let It Snow! Turn-Key Has It Covered.

- Venue Selection
- Customized, professional event Coordination
- Valuable sponsorship Benefits
- Cost-Effective Branding
- Local Retail Outreach
- Networking in this niche market
- Pro On-Site Management
- Trained, vibrant staff
- Researched Demographic Target
- Enhancement of event presence through Guerilla Marketing, Product placement, & VIP Networking
- Thorough reports, surveys, & Re-Caps
- Experience & valuable connections in the ski & snowboard market



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