



DEMOGRAPHICS SPONSORSHIP

2024-25



What is Ski Challenge?

1985-2025

Serious Fun

THE SKI CHALLENGE completed its 40th 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 2025-26 season. 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, and races are 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: 75
Leagues - Regular season: 7
Total Registered Regular Season Racers: 683
Total Championships Racers: 157
E-mail List (households): 1,884

TOTAL RACER APPEARANCES

Regular Leagues: 3,567
NASTAR Open Races: 177
Championships: 347
Overall for season: 4,091



Household Income

\$<39K - 2%
\$40-69K - 4%
\$70-99 - 8%
\$100-199 - 42%
>\$200K - 44%



Racer Demographics

Average Age: 46

<21 - 6%
21-29 - 16%
30-39 - 12%
40-49 - 18%
50-59 - 22%
60-69 - 23%
70+ - 3%

Male/Female

24% Female
76% Male



Ski Challenge was the number one NASTAR Club again in 2025

1. Ski Challenge 2933
2. Xlr8 1195
3. Marquette Ski Club 369



Events



League Events - 48 Total Events



BUCK HILL

January-February

48 Total Events - 3,567 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

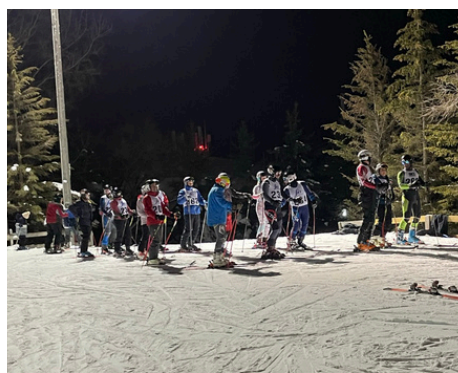
One Event in December

6 Total Events - 177 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 2024

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

347 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.



Ladies of the Night



Safety Committee

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.

THE SKI CHALLENGER

WELCOME BACK RACERS!

2025 marks the 40th season of Ski Challenge! The Ski Challenge began in 1985 at a Twin Cities Men's Area recreational ski racing program founded by Patricia Lancy. Patricia enjoyed racing through NASTAR courses and thought it would be fun to turn a simple NASTAR type of race into a great, team event. The program began to grow and Patricia decided to keep each league at its own venue. In time Buck Hill, Alton Alps, Hyland Hills, Trohaugen, and Welch Village were involved with the Twin Cities Ski Challenge. As the years went on, the Challenge grew and grew. In 1988 Patricia and her business partner at the time decided to split the Twin Cities Ski Challenge into two groups. Patricia kept leagues at Buck Hill and Hyland Hills and added Powder Ridge and Wild Mountain to the list. She also changed the name to "The Ski Challenge". In 1997, Dave and Barb Benson purchased The Ski Challenge from Patricia and Roger Lancy who retired to Tucson for the winter. Sadly, Patricia Lancy passed away in 2006 from Cancer. But we will always be grateful for her creativity and passion for the sport that started at the "Serious Fun".

LIFT TICKETS
Must be worn at each event. Tickets will be periodically checked. Buck Hill offers online tickets deals and 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 Hill Restaurant. There is an opportunity to purchase food and beverage at each of our race events.

SUNDAY AM - Races
Check in and booting up will be allowed in the Event Center this year for Sunday mornings. The room will be open at 8:30 am. Ski Challenge will have a designated area in the room. The restaurant will not be open until 10 am. There will be no off week and double race day this year. All races will run consecutively for seven weeks.

SUNDAY PM Super Bowl Sunday - February 3
We are moving our race start time up an hour on Super Bowl Sunday. Inspection will be at 4:30 pm and Race starts at 5 pm.

NASTAR NEWS
NASTAR is under new ownership and has some good changes in place. Global Reach Sports is now the new owner of NASTAR. This transition marks a new chapter for NASTAR, where it will benefit from the dedicated focus and resources of Global Reach Sports - a collaboration between Split Second Timing (owner of Joe Timing.com) and Silicon Peak - ensuring that the program receives the full attention it deserves.

Star Down This Payroll!
They have removed the payroll. Now, all results, rankings, and race records are freely accessible to everyone.

THE SKI CHALLENGER

Week 5 - 2025

YOU CAN STILL FILL OPEN SPOTS ON YOUR ROSTER!

Did you know you can fill open spots on your roster anytime? Even after week 3? The best thing to do is fill your 10 roster spots before the season. But we understand that people commit and then drop out at the last minute. We also understand that occasionally, someone gets hurt or can't race anymore.

SETTING YOUR CHAMPIONSHIPS ROSTER.

NOTE: To qualify for your Championships Team Roster, an individual must have at least one league race before the end of the season. If you add someone after the divisions are set, you may be required to change divisions.

Divisions will be set based on your week 5 roster.

THE SKI CHALLENGER

Week 7 - 2025

CHAMPIONSHIPS AT GIANTS RIDGE
Friday - Sunday February 28 - March 2

The Championships at Giants Ridge is a fun-filled weekend of racing in which all Ski Challenge teams can participate. Participation is not required, but it is a weekend not to be missed. Every team is placed in a division with similar scoring teams, making each division a fun, close competition for all teams. All team racing takes place on Saturday. DIVISIONS ARE NOW SET - SEE THE LIST ON PAGE 2. TYPICAL SCHEDULE ON BACK PAGE OF NEWSLETTER.

SATURDAY NIGHT DINNER BUFFET AT NEIGHBOR'S BBQ

Exciting new Neighbor's Bar will be hosting a buffet dinner again the Saturday night of Championships, starting at 5:30 PM. The cost is approximately \$20 per person, and payment will be made on the day of the event.

To help Neighbor's Bar plan accordingly, we'd love to get an estimate of how many people are interested in attending. If you plan to go, please visit our online Championships Registration Form and let us know.

No need to pay upfront - just let us know your plans!

Looking forward to seeing you there!

Fun Day
One two-run Super-G down Ironback through the cut and into the Hebel's finish, and a 2-run Slalom down Hebel's. NO MASTERS LICENSE REQUIRED.

PLEASE BE PREPARED WITH YOUR SAFETY EQUIPMENT. You may use any length ski you wish, however we will not allow anyone on SL alps to ski the SG. We recommend 170CM alps for strong, longer skis for SG. For another skier, shorter GS also will work fine!

Printed News - Distributed at all events and participating sponsor shops



Ski Challenge | Final Week / Championships - 2025



Ski Challenge | Week 2 - 2025

Quick Links

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

RACE UPDATES

Sunday, February 23
Last BHSUNP Race
Meet / Awards: Event Center
Inspection 4:30 pm (1 hour earlier)
Race: 5 pm (1 hour earlier)

Monday, February 24
Last BHMON Race
Meet / Awards: Event Center



Quick Links

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

Week 2 - 2025

RESULTS

With week 1 under our belts, all results have been posted on our website and NASTAR. Our website features team results, overall league results, individual results, and overall team rankings, comparing your team to all the teams in the



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 Monday Running Order

Place start time: 7:30 pm

1 extra run in course of your choice if allowed

Week #1	Week #2	Week #3	Week #4	Week #5	Week #6	Week #7
300	325	305	320	305	320	305
305	330	310	325	310	325	310
310	335	315	330	315	330	315
315	340	320	335	320	335	320
320	345	325	340	325	340	325
325	350	330	345	330	345	330
330	355	335	350	335	350	335
335	360	340	355	340	355	340
340	365	345	360	345	360	345
345	370	350	365	350	365	350
350	375	355	370	355	370	355
355	380	360	375	360	375	360
360	385	365	380	365	380	365
365	390	370	385	370	385	370
370	395	375	390	375	390	375
375	400	380	395	380	395	380
380	405	385	400	385	400	385
385	410	390	405	390	405	390
390	415	395	410	395	410	395
395	420	400	415	400	415	400
400	425	405	420	405	420	405
405	430	410	425	410	425	410
410	435	415	430	415	430	415
415	440	420	435	420	435	420
420	445	425	440	425	440	425
425	450	430	445	430	445	430
430	455	435	450	435	450	435
435	460	440	455	440	455	440
440	465	445	460	445	460	445
445	470	450	465	450	465	450
450	475	455	470	455	470	455
455	480	460	475	460	475	460
460	485	465	480	465	480	465
465	490	470	485	470	485	470
470	495	475	490	475	490	475
475	500	480	495	480	495	480
480	505	485	500	485	500	485
485	510	490	505	490	505	490
490	515	495	510	495	510	495
495	520	500	515	500	515	500
500	525	505	520	505	520	505
505	530	510	525	510	525	510
510	535	515	530	515	530	515
515	540	520	535	520	535	520
520	545	525	540	525	540	525
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530	555	535	550	535	550	535
535	560	540	555	540	555	540
540	565	545	560	545	560	545
545	570	550	565	550	565	550
550	575	555	570	555	570	555
555	580	560	575	560	575	560
560	585	565	580	565	580	565
565	590	570	585	570	585	570
570	595	575	590	575	590	575
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595	620	600	615	600	615	600
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605	630	610	625	610	625	610
610	635	615	630	615	630	615
615	640	620	635	620	635	620
620	645	625	640	625	640	625
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630	655	635	650	635	650	635
635	660	640	655	640	655	640
640	665	645	660	645	660	645
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650	675	655	670	655	670	655
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690	715	695	710	695	710	695
695	720	700	715	700	715	700
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705	730	710	725	710	725	710
710	735	715	730	715	730	715
715	740	720	735	720	735	720
720	745	725	740	725	740	725
725	750	730	745	730	745	730
730	755	735	750	735	750	735
735	760	740	755	740	755	740
740	765	745	760	745	760	745
745	770	750	765	750	765	750
750	775	755	770	755	770	755
755	780	760	775	760	775	760
760	785	765	780	765	780	765
765	790	770	785	770	785	770
770	795	775	790	775	790	775
775	800	780	795	780	795	780
780	805	785	800	785	800	785
785	810	790	805	790	805	790
790	815	795	810	795	810	795
795	820	800	815	800	815	800
800	825	805	820	805	820	805
805	830	810	825	810	825	810
810	835	815	830	815	830	815
815	840	820	835	820	835	820
820	845	825	840	825	840	825
825	850	830	845	830	845	830
830	855	835	850	835	850	835
835	860	840	855	840	855	840
840	865	845	860	845	860	845
845	870	850	865	850	865	850
850	875	855	870	855	870	855
855	880	860	875	860	875	860
860	885	865	880	865	880	865
865	890	870	885	870	885	870
870	895	875	890	875	890	875
875	900	880	895	880	895	880
880	905	885	900	885	900	885
885	910	890	905	890	905	890
890	915	895	910	895	910	895
895	920	900	915	900	915	900
900	925	905	920	905	920	905
905	930	910	925	910	925	910
910	935	915	930	915	930	915
915	940	920	935	920	935	920
920	945	925	940	925	940	925
925	950	930	945	930	945	930
930	955	935	950	935	950	935
935	960	940	955	940	955	940
940	965	945	960	945	960	945
945	970	950	965	950	965	950
950	975	955	970	955	970	955
955	980	960	975	960	975	960
960	985	965	980	965	980	965
965	990	970	985	970	985	970
970	995	975	990	975	990	975
975	1000	980	995	980	995	980

SKI SHOP

*Indoor Running Orders distributed
at league events*

BHMON Week #6

February 24, 2025

Red

300

310

320

330

340

350

360

370

380

Blue

340

350

360

370

380

300

310

320

330

3 - Runs Total - Last Run of your choice

*Outdoor Running Orders placed
at top of race run.*

Buck Hill Monday

SKI
CHALLENGE
RECREATIONAL SKI RACING

Ted's Angels

 **GIRO**
SWIX

 **JOE'S**
SKI SHOP

 **ROSSIGNOL**

*Table Toppers placed on
team tables at League
Events*

[illegible]

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



The Ski Challenge

783 likes • 851 followers



Sign Up

Liked

Message

theskichallenge ▾



600

posts

387

followers

206

following

The Ski Challenge

Recreational Ski Racing at Buck Hill for adults and families. Bringing serious fun to the Twin Cities since 1985!

linktr.ee/theskichallenge

Professional dashboard

160 accounts reached in the last 30 da...

Edit profile

Share prof...

Contact



CHAMPS 2...



New



The Ski Challenge

Recreational Ski Racing for Adults, Kids and Families

HOME PAGE GENERAL INFO ▾ EVENTS & LEAGUES ▾ REGISTRATION INFO ▾ RESULTS ▾ CALENDAR SPONSORS ▾

PHOTOS ▾ ABOUT US News & Updates



HOME PAGE



THE SKI CHALLENGE began in 1985 as a Twin Cities Metro Area recreational ski racing program allowing adults to ski on teams in a series of races. Approximately 35 participants raced in the first year of the program, today close to 1,000 racers of all ages participate each week. Ski Challenge courses are set as modified Giant Slalom. No need for shin guards or face guards. Most members race on

NEWS and UPDATES



Website

Tentative Schedule for 2025-26

2025-26 Tentative Schedule		
PRE-SEASON EVENTS		RACE TIME*
Ski Challenge Race Camp at Jackson Hole	December 11, 12, 13, 2025	
Preseason Open NASTAR	Thursday, December 18	7:00 PM
REGULAR SEASON - 7 WEEKS		
Buck Sunday AM Buck	January 4, 11, 18, 25, Feb 1, 8, 15	10:00 AM
Sunday PM Buck	January 4, 11, 18, 25, Feb 1, 8, 15	6:00 PM
Monday Buck Tuesday	January 5, 12, 19, 26, Feb 2, 9, 16	7:30 PM
Buck Wednesday DAY	January 6, 13, 20, 27, Feb 3, 10, 17	7:30 PM
Buck Wednesday PM	January 7, 14, 21, 28, Feb 4, 11, 18	1:30 PM
Buck Thursday	January 7, 14, 21, 28, Feb 4, 11, 18	7:30 PM
	January 8, 15, 22, 29, Feb 5, 12, 19	7:30 PM
SATURDAY OPEN RACES NASTAR		
Saturday NASTAR at Buck	January 3, 10, 17, 24, 31, Feb 7, 14	6:30 PM
*COURSE INSPECTION is 1/2 hour before RACE TIME		
CHAMPIONSHIPS AT GIANTS RIDGE		
Friday-Sunday	February 27, 28 - March 1, 2026	