

EVENT PLAYBOOK



April 3-6, 2025 | Vail, CO

adaptivespirit.com

sponsor@adaptivespirit.com

303-225-9732



WELCOME!

Thank you for being an integral part of the most productive networking event in our industry! Your participation supports and provides a forum for educational panels, access to thought leaders, and unparalleled networking opportunities. Since 1995, we've created a unique world-class event where hundreds of industry insiders, leaders, vendors and Paralympic athletes convene to make an impact.

This playbook takes you through the important AS2025 sponsor deadlines and deliverables. Details on how to register, where to stay and what we need from you are included so you don't miss a thing. We've provided key information to help you plan for the Event, such as descriptions of the networking events, when to start planning your client dinner and how to navigate Vail for the weekend. Some pre-planning and coordinating in advance will return a great experience that will be unforgettable.

Visit AdaptiveSpirit.com for complete details on events, lodging and more.

WHAT'S INSIDE

- ◆ Registration
- ◆ Sponsor Branding
- ◆ The Journey Begins
- ◆ At the Event



THE HISTORY OF ADAPTIVE SPIRIT

1995

CTAM of the Rocky Mountains decides to enhance its local SkiTAM event to create a national signature event which will highlight the chapter, its location and industry resources available to its members.

1996

Dubbed "SkiTAM 96," the chapter adds a charitable facet to the event after it learns the U.S. Disabled Ski Team is in danger of disbanding due to loss of financial support. The inaugural event draws 110 attendees and raises \$100,000 which allows the Team to continue and flourish.

2010

U.S. Paralympics, a division of the U.S. Olympic Committee, takes over as the governing organization to manage elite athletes competing internationally and the U.S. Paralympics Ski and Snowboard Team is born.

2011

Adaptive Spirit organized to continue the SkiTAM tradition which provides business networking opportunities and supports the U.S. Paralympics Ski Team.

2025
30th
anniversary

AS2025 is our 30th year and takes place in Vail, thanks to generous sponsors like you.

REGISTRATION

Beginning February, 10, you may register your guests online. Each sponsor will have their own registration link which will be sent to your company contacts. All attendees must be registered including guests and family members. Please do NOT use place holder information. Wait until accurate registrant information is available. The registration process is all new this year so look for an email in January for important information and dates regarding the new online site and how to register. After March 26, registration is only available at Event HQ in Vail.

Platinum / Gold / Silver / Bronze Sponsor Package levels include guest registrations that include the option to race, a welcome package and two single-day lift passes or one mountain foot pass. Consider using these for top clients and executives. By level, the number of guest registrations are: Platinum—16, Gold—12, Silver—8, Bronze—4.

Sponsors may register additional guests as needed outside their sponsor guest allotment for an additional fee. For details on prices and what these registration types include, see the charts below. Mountain access passes are additional.

FULL-EVENT REGISTRATION

Adult Guests 18+	\$950
Youth Age 5 to 17	\$350
Youth 4 and under	Free

DAILY RATES

Ages 18+	
Thursday, Friday or Saturday	\$425
Ages 13 to 17	
Thursday, Friday or Saturday	\$175

MOUNTAIN ACCESS — PER DAY

	Lift tickets	Foot passes
Per ticket/pass	\$130	\$33
Ages 4 & under	Passes are free but must be acquired at a Vail Mountain ticket window.	

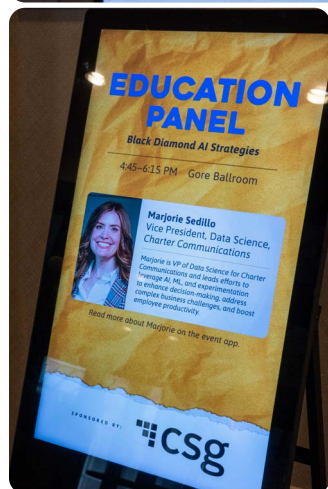
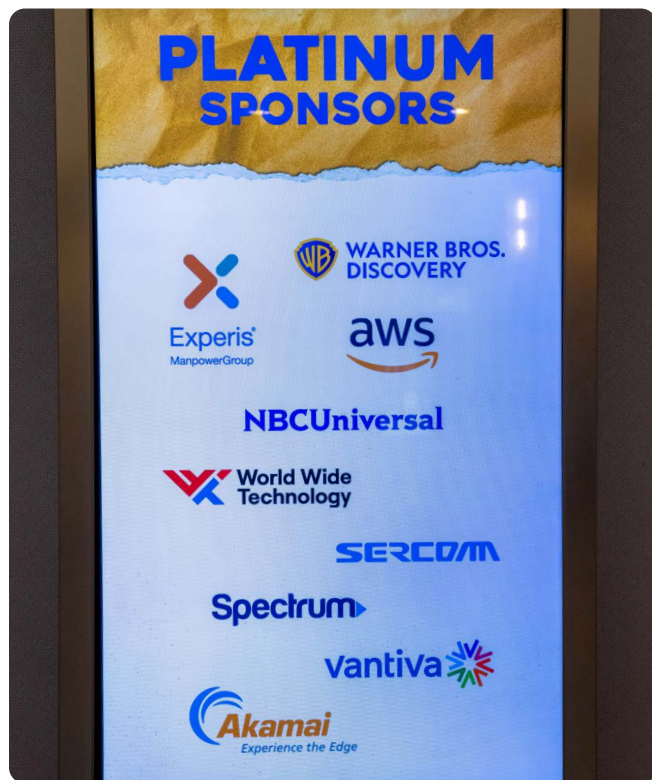


BRANDING

Your sponsorship includes multiple branding opportunities before, during and after the annual event.

 **Important Time-Saving Tip:** If you were a sponsor last year and your logo/company description has not changed, save time and let us know we can use your materials on file.

Email sponsor@adaptivespirit.com with subject line **“2024 (company name) logo okay to use for the 2025 event.”** If we do not receive a new logo by the deadline, we will need to list your company name in a text format or use the previous year’s logo.



JANUARY 27

Company Description—used in the mobile app. Send a 350-character description of your company. The character limit includes punctuation and spaces. Consider describing your company’s products, services or contact information. Content may be edited for space requirements.

Company Logo—used online, in the mobile app, signage and sponsor video reel. .eps file preferred, vectored, scalable, non-bitmapped, four-color process. Do not send RGB or PMS color files.

FEBRUARY 3

Adaptive Spirit TV Ads

Adaptive Spirit TV airs 24/7 at the Grand Hyatt Vail. It is a 20-minute loop which includes athlete profiles and other features. Only Platinum sponsors are eligible to submit TV ads. Must be stand-alone spot (not part of a training tape, etc.). Preferred format is .mov but QuickTime or H.264 are acceptable. Suggested length is 30 seconds and no longer than 90 seconds.

Event App Ads

Platinum Sponsors—Free Full Page

Size 1,460 x 2,000 px with no crops or bleeds
Send high resolution PDF

Gold Sponsors—Free Half Page

Size 1,460 x 970 px with no crops or bleeds
Send high resolution PDF

*Silver or bronze sponsors may purchase half-page ads for \$800. Send an email to sponsor@adaptivespirit.com to reserve space by **January 27 and submit ad by February 3.***

THE JOURNEY BEGINS

WHERE TO STAY

The Vail Valley is filled with beautiful hotels with amazing views and convenient access to top restaurants and the world-class slopes of Vail! No matter where you stay, you'll have a fantastic experience.

Grand Hyatt Hotel

Our stunning host hotel is the Grand Hyatt Vail. Tucked away in the Cascade area of West Vail it is the only property in Vail Valley with its own chairlift. Links have already been sent out to our Platinum and Gold Sponsors. This hotel fills up fast, but don't worry, the other properties we work with are equally amazing. Your sponsor level determines how many rooms you may request:

Platinum—16, Gold—12, Silver—8, Bronze—4

Please consider reserving one of your hotel rooms for your athlete! This can make coordinating and connecting with your athlete easier. If you provide a hotel room for your athlete, please email admin@adaptivespirit.com and let us know.

Overflow Properties

We are working with a list of amazing properties that are serving as our overflow properties, all hand-picked for their commitment to comfort, class and their giving spirit. All rooms and prices are based on the hotel's availability. Please let them know you are with Adaptive Spirit when booking. You can find more information about the hotels and how to book at our [website](#).

Properties include: The Hythe Vail | Sonnenalp | Lodge Tower in Vail Village | The Sebastian Vail | Vail Condos: Landmark Condos & Montaneros Vail | Manor Vail Village | Vail Spa Condos | Four-Seasons Resort Vail | Antlers at Vail.

If you're interested being on the wait list for the Hyatt, please email admin@adaptivespirit.com



GETTING THERE

You can choose flights to either Denver International Airport (DEN) or the Eagle County Airport (EGE) near Vail. Denver is two hours from Vail and Eagle County Airport is 30 minutes away.

EPIC Mountain Express operates out of both Denver and Eagle County and offers special rates to Adaptive Spirit guests. To book, call 970-754-7433 and mention discount code Adaptive24 or click on this [link](#).

You can also contact A to Z Transportation for shuttle service to and from either airport to Vail. Call Kelley at 970-688-1173 for pricing and more information or click this [link](#).



FRIDAY NIGHT DINING

From sushi to steaks, the Vail Valley is home to world-class dining and it's in high demand. Friday night is typically reserved for client dinners—**we suggest you make your reservations early as possible to ensure availability.** [OpenTable.com](https://www.opentable.com) and [TripAdvisor.com](https://www.tripadvisor.com) are great resources for finding just the right space for your group.

ADAPTIVE SPIRIT RESTAURANT SUGGESTIONS

La Bottega

Italian. A place to share good food and celebrate. Always worth a trip.

100 E. Meadow Dr. Suite 37
970-476-0280

Root and Flower

More of a cocktail bar but really fun, and the food they do have has always been great. The Duck Fat Potatoes are amazing! As is the truffle popcorn, simple sounding, but so fun!

288 Bridge St. C4
970-470-4189

Segundo

A Taqueria & Tequila Bar. This place never disappoints. If you want to surprise your guests and maybe take them somewhere that'll surprise them, this is a fantastic place to go.

223 Gore Creek Drive
970-763-5470

Vail Brewing

Perhaps not for dinner, but for a good pint and a great place for a party! You could even bring pizza in from across the street and have a relaxed evening.

141 E. Meadow Dr., Suite 209
970-470-4622

Chasing Rabbits

A little whimsical but the food doesn't disappoint!

141 East Meadow Drive, Suite 104
970-444-4677

Sweet Basil

A Vail classic, known as one of the best restaurants in Vail since it opened in 1977. An elegant menu and the best Whipped Feta, it's always a place that will impress.

193 Gore Creek Drive
970-476-0125

Mountain Standard

Sister to Sweet Basil, a little more rustic with a spicier menu. Mountain Standard has some of the best onion rings in the world.

193 Gore Creek Dr.
970-476-0123

Left Bank

Classic French, with a twist. It's been in Vail forever. Always worthy of a client dinner.

183 Gore Creek Drive
970-476-3696

Elway's

Yup. Elway's made it to Vail! This is a classic steak house which is sure to have good food.

174 East Gore Creek Drive
970-754-7818

The George

Maybe fancy isn't your style? George's has a fantastic burger! It's low key, good pub food.

292 E Meadow Dr.
970-476-2656

Vail Chop House

Steak and Seafood done well.

675 Lionshead Pl.
970-477-0555

Lancelot

A Vail classic. A little rustic but great for a group!

201 E. Gore Creek Drive
970-476-5828

Montauk

Eat the Sea in the mountains, around for more than 30 years, it's always a good place to eat.

549 E. Lionshead Cr.
970-476- 2601

Pepi's

Try something new or re-discover an old European favorite or enjoy a large selection of American style favorites.

231 E. Gore Creek Dr.
970-476-5626

VAIL RESTAURANT GUIDES

- ◆ [Vail Butler Restaurant Guide](#)
- ◆ [Vail Daily](#)
- ◆ [The Infatuation Guide](#)
- ◆ [The Skinny Arm Guide](#)
- ◆ [Vail Valley Dining Guide](#)

AT THE EVENT

EVENT HIGHLIGHTS

From thought-provoking panels, the Brain Trust Breakfast and the Icon Mixer, the annual event is sure to keep industry members engaged. Spend time with peers, colleagues and the remarkable athletes of the U.S. Para Ski & Snowboard Team. You'll come away energized, excited and inspired. The event app will be available in early March and once you register for the event you will automatically have an app profile created.

SPONSOR/ATHLETE INTRODUCTIONS

The U.S. Para Ski & Snowboard Team not only attends the event, but participates in all activities! As a sponsor, you'll be paired with an athlete so that you can make a real connection. You'll find their spirit, drive and competitiveness infectious. Maximize your connection to your team member prior to the event:

- ◆ Assign an Athlete Main Host—Someone from your company that will be the athletes main contact
- ◆ Read through their online bio
- ◆ Have your Athlete Main Host invite them to dinner
- ◆ Introductions will be sent before the event to help you connect with them
- ◆ Make sure to meet your athlete at the Opening Ceremony, if you can't please let us know
- ◆ Follow them on social media!

GETTING AROUND

Event Shuttles

This year we are going to have more shuttles than ever! No matter where you are staying it'll be easier to get around the mountain and get to all the amazing events. Closer to the event we will share a timetable and pick-up locations.

You can also reach out to [Epic Mountain Express](#) (970-754-7433) to schedule private shuttles for late night dinners or other activities. Make sure to mention the discount code—Adaptive24.

Another option for private shuttles to dinners and late night adventures is A to Z Transportation. Call Kelley at 970-688-1173 for more information or click [here](#).

There are also the Town of Vail free buses that run between the east end of Vail Village and west of Lionshead, including stops at the Grand Hyatt and most of the Adaptive Spirit overflow properties. Check out [RideVail](#) for more information.



PODIUM BASH

The Saturday night event is a series of activities called the Podium Bash. Credentialed adults and youth, ages 13 and older, are welcome to attend all Podium Bash activities in Alpine Hall at the Grand Hyatt. The Bash kicks off with the Silent Auction at 4:30 pm and continues with a program at 7:45 pm which includes an evening of thanks and athlete recognition. We will complete the night with a DJ. The Kids Party doesn't end until 10:00 pm so parents will have time to socialize. Food stations for dinner open at 6:45 pm and snacks and beverages are served throughout the evening.

HOW DOES PODIUM BASH SEATING WORK?

At the Bash, the first row is reserved for the athletes and then all other seating is open to all sponsor levels and attending guests. There are enough seats for everyone who wishes to attend.

AT THE EVENT (CONTINUED)

GETTING AROUND

Grand Hyatt Shuttle

The Grand Hyatt Shuttle is complimentary for guests of the Grand Hyatt. Shuttles run from 8am to 10pm daily on a regular 20 minute loop with stops at two locations: Lionshead Welcome Center (across from Lionshead Market) and Vail Transportation Center (top level).

For guests that are not staying at The Grand Hyatt, but want to come over to Grand Hyatt, they are welcome to jump on the shuttle at the stops. For Grand Hyatt Guests looking for pickups outside of the two main locations, guests must text their request for pickups to **970-373-2973** to check with the driver if it is possible.

The Grand Hyatt Shuttle will also run to Gold Peak on the following times:

- ◆ Friday April 4, departing the Grand Hyatt 9am–10am for the 10:30am-12pm Race Clinic
- ◆ Saturday departing the Grand Hyatt 8am–9am with pickups at Golden Peak from 1:30pm–3pm for Race Day!

BRING THE FAMILY

Families are an important part of AS2025. While the Podium Bash is for ages 13 and older, there are kids-only activities! All kids and caregivers must be registered and have credentials in order to attend group events. Movies, parties and youth ski races provide safe and fun activities for our younger guests. The Kids' Party and Film Fest are for children ages 5 and above.

Neither Adaptive Spirit nor the hotels provide individual child care. Please contact the following companies to arrange individual childcare. Sitters will come to the hotel for on-site care. The sooner you book, the better chances you have of a getting a sitter.

- ◆ Eagle Valley Sitters 970-341-9701
- ◆ Resort Sitters 970-748-3012
- ◆ Care4Kids 970-376-7228

Vail Resorts does not offer child care but you can reserve a place in their ski school. Complete details are [available online](#).

You can contact the Vail Ski School by calling 970-754-4300 or email vailskischool@vailresorts.com.

ON THE MOUNTAIN

OFF TO THE RACES

The downhill action is an exciting part of the Adaptive Spirit event! Current team members, staff and alumni are incredible people who will inspire and amaze you whether or not you're a skier. Friday's schedule includes a race clinic with the athletes, and the youth race, where kids race their peers with guidance from the team members. On Saturday, participating racers, team members and alumni compete at our Fun Race with winners recognized at the Podium Bash. Platinum Sponsors get up to 4 teams with Gold—3, Silver—2, and Bronze can field 1 team. Don't ski? Don't worry. 70% of attendees are spectators and that is just as fun as racing!

RACE REGISTRATION

Watch for an email in March with detailed information on how to register for the Saturday Youth Race and the adult's Saturday Team Race. Race bibs will be available for pick up on Saturday at Golden Peak.

EQUIPMENT RENTAL

Reserve in advance and spend less time in line and more time on the slopes!

Venture Sports

Guests of Grand Hyatt Vail can reserve equipment and store it at Venture Sports located next to the Cascade Lift in the host hotel. Receive a 30% discount when you reserve in advance with our [group link](#). You can also call 970-479-1510 or walk in and mention Adaptive Spirit for the group rate.

Charter Sports

Guests staying in the Lionshead area can reserve equipment and receive a 35% discount when mentioning Adaptive Spirit. Reserve in advance by calling 888-295-9797. If you are staying at Lion Square Lodge, book online with [this link](#).

Guests not staying at Lion Square Lodge may rent at the street level shop using [this link](#).

FAQ

**CAN'T FIND IT HERE?
CHECK ADAPTIVESPIRIT.COM**

Can I donate something to the Silent Auction?

Yes, absolutely! The Silent Auction is one of the best ways to get involved, not only by bidding, and bidding often when it opens, but by donating to the auction itself. If you'd like to donate an item please head to our [website](#) to learn more.

Where do I find details on the event agenda?

The agenda will be updated on our website as we get closer to the event. You can also access the agenda on our mobile app, which will provide daily schedules, maps, and an attendee directory. The app will be available for download in early March.

What is a credential?

Credentials allow the wearer access to group events like meals, race, and parties. Youth, ages 12 and under exclude the Podium Bash.

How do I register for the Race?

In March, sponsors will receive an email communication with instructions on how to register for the race. Information will be made available at AdaptiveSpirit.com in February as well.

I am bringing my spouse, child or guest to the event. Do I need to register them and is there a cost?

Yes, we want you to bring your friends and family. However, the Annual Event is also a fundraiser, so it is necessary to cover costs. All youths must be credentialed to attend group events but there are discounted rates for them.

What is a Gondola Pass?

Gondola Passes are for accessing the the gondola for Friday's lunch. When you register someone as a sponsor guest, that registration type comes with two single-day lift tickets or a one-day gondola pass. All other registration types need to purchase passes. Lift tickets are for skiers/snowboarders. Non-skiers/snowboarders who wish to use the gondola will need a gondola pass which allows access to the Gondolas and have both upload and download capabilities.

Please note there will be no onsite lift tickets. Lift tickets and Gondola passes can be purchased on the registration site before the event. If you want additional tickets during the event, you'll need to go to a ticket window in Vail.



How does the XXXXXXXXXXXXXXXXXXXX work?

On Friday morning, a limited number of industry members will join industry leaders for an intimate breakfast. We bring in top decision-makers, technology suppliers and innovators. There are several dedicated rooms which each seat a maximum of 24 people. The seats and the preferred host will be assigned on a first-come-first serve basis. Host assignments will be available at Event HQ in Vail.

When will I know the name of my athlete?

An e-communication will be sent to you revealing the athlete/sponsor pairings by the middle of March. Your company will have a chance to build a rapport with your athlete before the event. Include your athlete in your weekend plans (Friday dinner, skiing on the hill, etc)! Connecting with them and hearing their stories is one of the best parts of being a sponsor! Please consider donating one of your hotel rooms for your athlete! This helps support your athlete and can help make coordinating activities with them quite a bit easier. Email admin@adaptivespirit.com if you would like to provide a hotel room for your athlete.

What should I wear to the Annual Event?

In Colorado, we call it "Mountain Casual." That means you wear whatever you feel comfortable wearing in a casual business setting. Dress in layers so you can be ready for the ever-changing Colorado weather. We highly recommend that you wear comfortable shoes or boots that have slip-resistant soles.

How can I help at the annual event?

We're so glad you asked! Your involvement is the key to our success. There are multiple volunteer activities during the event as well as committee work all year round. For more information, email our volunteer chairperson [Stacey Slaughter](#).