

SNOW JOKE TOUR

Stand-Up Comedy Meets The Slopes

COMING WINTER 2025



Executive Summary

Introducing the Snow Joke Tour, an innovative and exhilarating fusion of stand-up comedy and winter sports. Envision a comedy tour where the laughter meets the slopes, starring a lineup of the nation's top comedians who are also adept ski and snowboard enthusiasts. The tour will hit the most iconic ski towns across the country, providing a blend of entertainment and adventure like never before. This presents a unique opportunity for sponsors to align with a fresh, engaging, and highly marketable event.



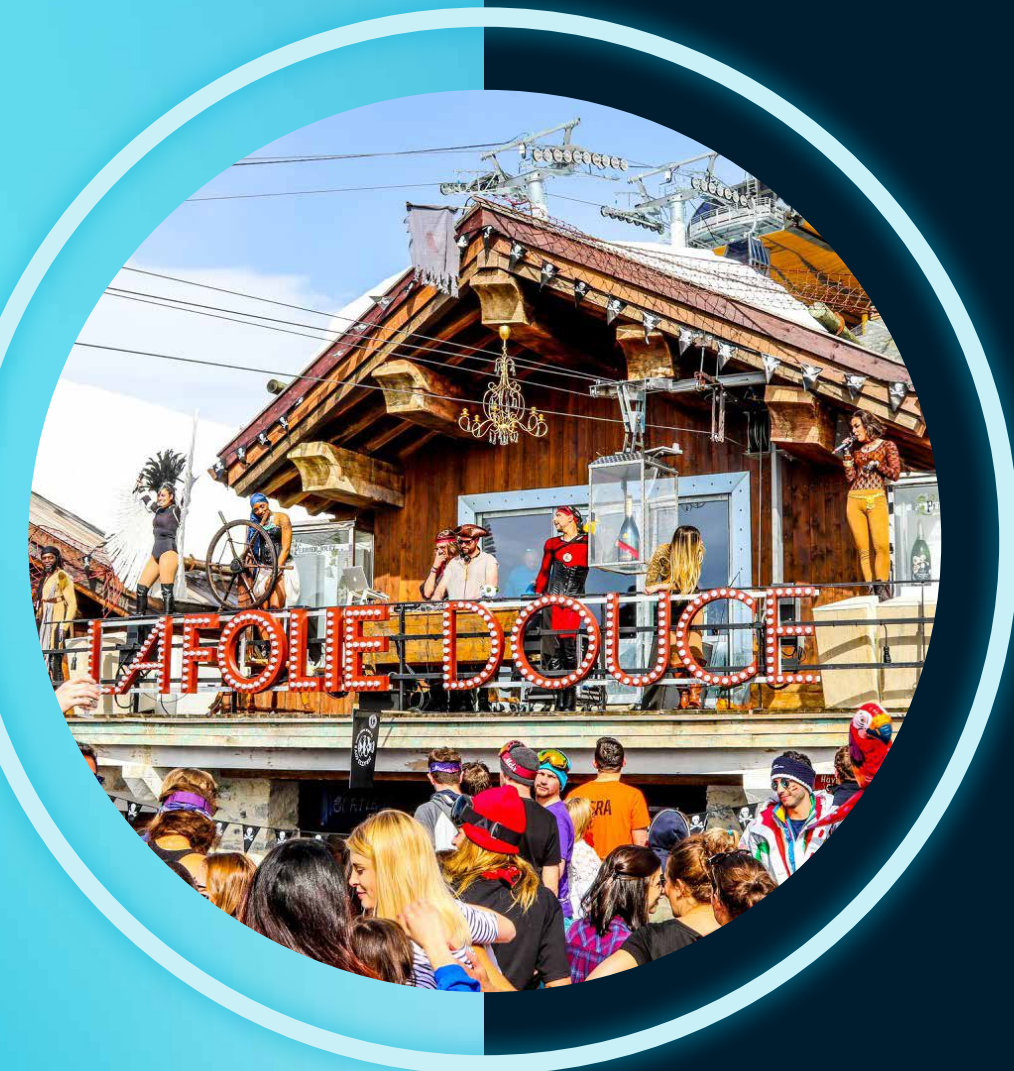
Proof of Concept

Snowed In Comedy Tour

The Snowed In Comedy Tour is Canada's largest comedy tour, celebrated for its extensive reach and success over fifteen years. What started out as a stand-up comedy tour to some of Canada's major ski resorts has grown into a massive event with performances in 70 cities across the country, featuring five of Canada's funniest comedians. The tour is known for its engaging, diverse shows and has earned international acclaim with performances in Australia, the US, France, and Switzerland.

Application to the Snow Joke Comedy Tour

The success of the Snowed In Comedy Tour demonstrates the potential for a similar model in the United States. By targeting ski resorts, the Snow Joke Comedy Tour can replicate this success, offering diverse, high-quality performances that attract and engage audiences, ensuring a successful and sustainable tour.



Tour Highlights

Title: Snow Joke Tour

Talent

Eddie Ifft, Andy Haynes, Chad Kroeger, Lukas Zelnick, Becky Robinson, Nicole Aimée Schreiber, and more.

Audience Reach

Performances in towns such as Breckenridge, Steamboat Springs, Vail, Aspen, Sun Valley, Jackson Hole, Big Sky, Park City, Truckee, South Lake Tahoe and Mammoth with audience sizes exceeding 500 people per location.

Social Media Reach

Millions combined, with daily content provided by our dedicated crew for maximum engagement.

Activities

Daytime events including skiing, snowboarding, snowmobiling, sled riding, ice-skating, après-ski meet and greets, and more.

Sponsorship

Financial Overview

We seek sponsorship to cover:

- Comedian performance fees
- Travel and accommodation expenses for talent and crew
- Marketing and promotional materials

Budget #1

Category	Cost	Details
Technical	\$44,455.50	Email, Web, Ticketing
Travel	\$20,979.00	Flights, Ground Transportation, Lodging
Venue	\$73,260.00	Rental fees, Insurance
Marketing	\$23,310.00	Newspaper, Radio, Social, Online
Social Media	\$12,987.00	Photography, Videography, Social Media Manager
Talent	\$26,640.00	Pay, Ski Passes
	\$201,631.50	

Budget #2

Category	Cost	Details
Technical	\$48,901.05	Email, Web, Ticketing
Travel	\$23,076.90	Flights, Ground Transportation, Lodging
Venue	\$80,586.00	Rental fees, Insurance
Marketing	\$25,641.00	Newspaper, Radio, Social, Online
Social Media	\$14,285.70	Photography, Videography, Social Media Manager
Talent	\$29,304.00	Pay, Ski Passes
	\$221,794.65	

Budget #3

Category	Cost	Details
Technical	\$73,351.58	Email, Web, Ticketing
Travel	\$34,615.35	Flights, Ground Transportation, Lodging
Venue	\$120,879.00	Rental fees, Insurance
Marketing	\$38,461.50	Newspaper, Radio, Social, Online
Social Media	\$21,428.55	Photography, Videography, Social Media Manager
Talent	\$43,956.00	Pay, Ski Passes
	\$201,631.50	

Sponsorship

Opportunities



Title Sponsor: \$100,000

Naming Rights: Your name will be prominently featured as part of the tour's official title.

Advertising Placement: Extensive branding on all promotional materials, including posters, flyers, and digital ads.

Ticketing Access: Priority ticketing options for your clients and employees.

Social Media Content: Regular mentions and promotional posts from the tour and individual comedians' social media channels.

Exclusive Event Access: VIP access to events and meet-and-greet opportunities with the comedians.



Exclusive Partnerships: \$25,000 Each (4 Available)

Brand Integration: Your brand will be integrated into specific aspects of the tour, ensuring no conflict with other sponsors.

Event Exposure: Branding opportunities at specific events, including on-stage mentions and signage.

Social Media Shoutouts: Regular mentions on social media by the tour and comedians.

Promotional Materials: Inclusion in selected promotional materials and online content.



In-Kind Sponsorship

Travel and Accommodations: Sponsorships to cover travel and accommodation costs for the tour.

Brand Exposure: Extensive branding opportunities similar to cash sponsorships.

Partnership Benefits: Priority access and promotional mentions in exchange for providing necessary logistical support.

Sponsorship

Why Sponsor the Snow Joke Tour?



Unique Concept

First-of-its-kind blend of comedy and winter sports.



High Engagement

Direct and digital interactions with a passionate audience.



Brand Alignment

With fun, adventure, and top-tier entertainment.



Visibility

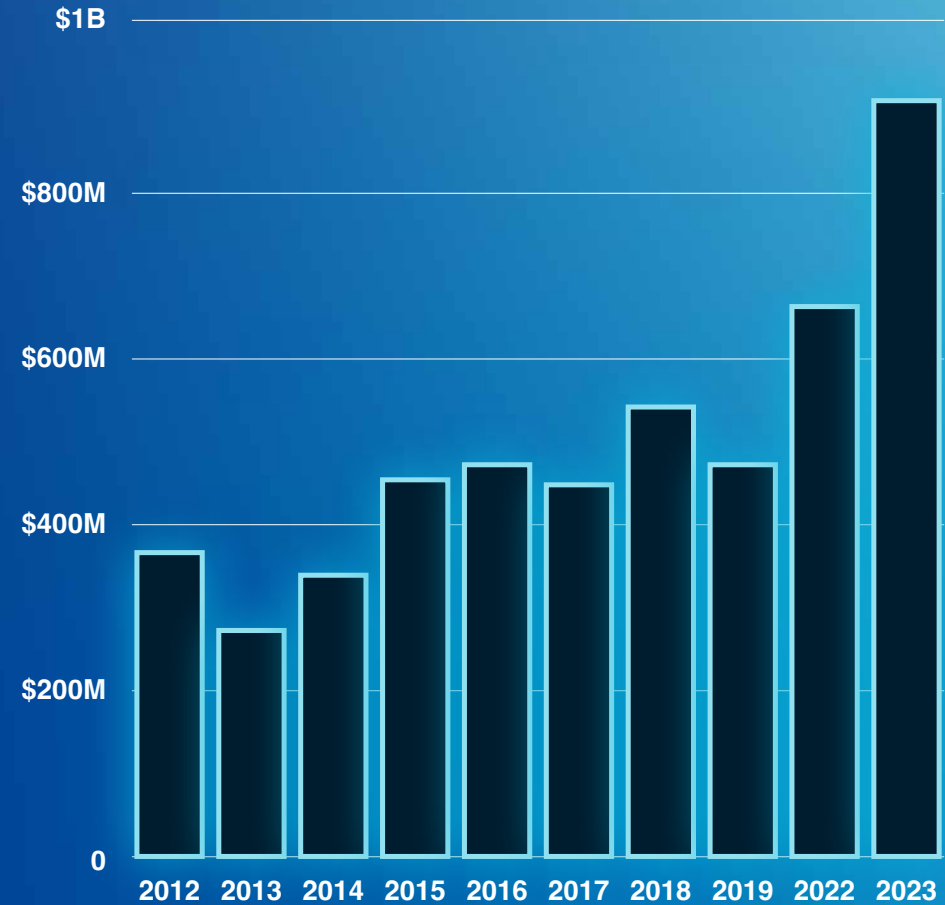
Across multiple platforms, both in-person and online, maximizing sponsor exposure.

Board Room

Live Comedy Ticket Sales Over the Last Decade

*2020 and 2021 Excluded due to Pandemic

Source: Pollstar



Social Media Reach

Overall Performance

	Twitter	Instagram	TikTok	Facebook	YouTube	Total Impressions	Top Youtube Video Views	Overall Total
Eddie Ifft @eddiefft	18,265	33,881	23,700	17,500	1,110	94,456	359,400	453,856
Nicole Amy Schreiber @nicoleaimee	19,784	76,352	7,800	35,900	1,030	140,866	405,400	546,266
Tom Allen (Chad from Chad & JT Go Deep) @tomindeed		540,043	87,800	23,5000	198,300	1,061,143	15,200	1,076,343
Andy Haynes @imandyhaynes	10,701	71,872	13,800	1,600	3,700	101,673	242,000	343,673
Lucas Zelnik @lucaszelnick		231,800	432,000	290	1,800	665,890		665,890
Becky Robinson @beckyrobinson	4,983	216,500	524,600	33,000	10,200	789,283		789,283
Mark Masters @vailcomedyfestival	533	1,352		330	300	2,515		2,515
						2855826	1213500	4069326



Meet the Comedians

Becky Robinson

Becky Robinson, originating from Portland, Oregon and now a standout figure in LA's comedy scene, merges her comedic genius with an authentic love for snowboarding in her performances. Recognized as a JFL Montreal New Face of Comedy in 2018, her career took off, leading to voiceover roles with DreamWorks and Netflix, and a memorable appearance on MTV's "Wild 'N Out." Beyond her on-screen presence, Becky's writing credits span Comedy Central to FunnyOrDie, showcasing her versatile talent.

Currently, she captivates audiences with "Snow Circus," a show that combines her passion for comedy and snowboarding, offering a unique and engaging experience. Her involvement in the Snow Joke Stand-Up Comedy Tour represents a fusion of high-energy comedy with the thrilling essence of snow culture, promising an unparalleled entertainment spectacle for ski town audiences everywhere.

Meet the Comedians

Eddie Ifft



Eddie Ifft, a seasoned stand-up comedian, podcaster, host, and actor with a remarkable 28-year career, brings his wealth of experience and comedic talent to the Snow Joke Stand-Up Comedy Tour, not only as a performer but also as a producer, lending his well-recognized name to the tour. Eddie's connection to the snow is deep-rooted; having grown up skiing competitively, working as a ski instructor, and serving on ski patrol, his love for the slopes is as strong as his passion for comedy.

Eddie's comedic journey began internationally with his standout performance in the "New Faces" segment of Montreal's Just for Laughs Comedy Festival, propelling him onto stages worldwide from the Edinburgh Fringe to the Dubai Comedy Festival, and onto screens with specials like "Live From Australia" and "Man Child," which have captivated millions. His voice has reached audiences globally, not just through his comedy but also via his podcast "Talkin' Sh*t," and numerous television appearances from Showtime to Comedy Central.

Eddie continues to make regular guest appearances on prominent podcasts like the Joe Rogan Experience, The Adam Carolla Show, You Made It Weird with Pete Holmes, The Honey Dew with Ryan Sickler, Getting Doug with High and The Bert Cast, hosted by Bert Kreischer.

Meet the Comedians

Andy Haynes

Andy Haynes, a multifaceted talent from Seattle, WA, brings his expertise in writing, stand-up, and acting to the Snow Joke Stand-Up Comedy Tour, showcasing not just his comedic prowess but also his exceptional skills as a skier. Known for his appearances on prominent shows like Late Night with Jimmy Fallon, Conan, and Comedy Central Presents, Andy's humor has captivated audiences nationwide. His comedic flair is evident in his debut album, "Greatest Hits," and his recent work, "The Coward of Gramercy," released in December 2021. Beyond the stage, Andy's versatility extends to television, having contributed to Another Period (Comedy Central), Adam Ruins Everything (TruTV), and creating and starring in After Sheldon with Andy Haynes on JASH. His writing talent shines through his work on Ground Floor, Ridiculousness, and as the head writer for Hot Takes with Brandon Wardell on Comedy Central. He also ventured into animation with THE CHAMPIONS for the Bleacher Report. As a co-host of the weekly podcast Find Your Beach with his wife, Rosebud Baker, Andy continues to engage with his audience on a personal level. His addition to the Snow Joke Stand-Up Comedy Tour not only promises top-notch comedy but also a deep connection with ski enthusiasts, thanks to his love for skiing. Andy Haynes represents the perfect blend of laughter and the ski culture, ensuring a memorable experience for all attendees.



Meet the Comedians



Nicole Aimée Schreiber

Nicole Aimée Schreiber, a stand-out talent in the comedy scene, combines her background in ski racing with her comedic prowess, making her a perfect fit for the Snow Joke Stand-Up Comedy Tour. With appearances on LIGHTS OUT WITH DAVID SPADE and as a notable figure in Oxygen's FUNNY GIRLS, Nicole has cemented her place in the comedy world. Her talents have been showcased on platforms like Netflix Is A Joke Radio and Comedy Central's This Week At The Comedy Cellar, highlighting her versatility and appeal.

Nicole has toured nationally, featuring for comedy legends Dave Attell on his headlining tour and joining Dave Attell and Jeff Ross on their Bumping Mics tour, demonstrating her ability to connect with diverse audiences. Beyond her stand-up career, Nicole has engaged viewers on Reese Witherspoon's HELLO SUNSHINE media network and made notable appearances on HBO, Hulu, and Comedy Central. Additionally, her comedic insight is featured in the Comedy Dynamics documentary POOP TALK.

As a Paid Regular at iconic comedy venues including The Comedy Store, Comedy Cellar, Laugh Factory, and Hollywood Improv, Nicole brings her A-game to every performance. Her unique blend of sharp wit and ski racing heritage ensures that the Snow Joke Stand-Up Comedy Tour audiences will experience an unparalleled blend of humor and high-energy storytelling, making each show a memorable event for ski and comedy enthusiasts alike.

Meet the Comedians

Lucas Zelnick

Lucas Zelnick, a New York City native and stand-up comedian, brings a unique blend of sharp wit and a background as a competitive free skier to the Snow Joke Stand-Up Comedy Tour. Growing up and attending school in Switzerland, Lucas honed his skills on the slopes while developing the quick, punch-heavy material that challenges his privileged upbringing and now defines his comedy.

With appearances at SF Sketchfest and the New York Comedy Festival, along with features in the New York Times and on Amazon Prime Video's Sports Talk, Lucas has solidified his reputation in the comedy world. He has opened tours for Ashley Gavin and, in 2022, began headlining at notable comedy clubs across the nation, including Helium and Zanies in Chicago, where he impressively sold out eight shows. Beyond his stage performances, Lucas has made a significant digital impact, amassing over 100 million views and 400K+ followers on Instagram and TikTok combined, thanks to his viral stand-up clips.

Lucas' diverse background, from the competitive slopes of Switzerland to the prestigious classrooms of the Stanford Graduate School of Business, where he earned an MBA, showcases his multifaceted talent and relentless drive. His inclusion in the Snow Joke Stand-Up Comedy Tour not only promises audiences an evening of exceptional comedy but also an authentic connection to the winter sports culture, making him an ideal fit for a tour that celebrates both the humor and spirit of the skiing community.





Meet the Comedians

Chad Kroeger

Chad Kroeger, an enthusiastic skier and stoke booster, brings his unique brand of activism and comedy to the Snow Joke Stand-Up Comedy Tour. Known for his captivating appearances at city hall meetings, advocating for causes like erecting a Paul Walker statue and saving house parties, Chad has carved out a niche as a comedic activist. His efforts to increase national stoke levels are showcased in his Netflix series, “Chad and JT Go Deep,” where his activism shifts into overdrive.

A presence both on and off the slopes, Chad shares his adventures and stoke-boosting missions on Instagram (@chadgoesdeep) and through his podcast, “Going Deep with Chad and JT,” offering advice and laughter to bros and beyond. His unique perspective has also led to appearances on shows like Howard Stern, Ellen, HBO’s Barry, and alongside Rob Lowe in the Netflix series, “Unstable.”

As an avid skier, Chad’s involvement in the Snow Joke Stand-Up Comedy Tour is not just about bringing laughs; it’s about merging his passion for skiing with his mission to elevate stoke everywhere he goes. His dynamic approach to comedy and activism makes him a perfect fit for a tour that celebrates the joy of winter sports and the power of humor.



Meet the Producers

Mark Masters

Mark Masters, renowned for founding and creating the Vail Comedy Show and Vail Comedy Festival, brings unparalleled comedy entertainment to the heart of ski towns. With a rich history of drawing thousands to the Vail Valley, Mark's expertise in curating unforgettable experiences shines. Each month, he expertly selects and flies in nationally acclaimed headliners to Vail Village, transforming it into a hub of laughter, especially during the Memorial Day Weekend when the festival features over 30 comedians. Known across Colorado and the nation for his headline performances, Mark's productions are a testament to excellence, consistently selling tickets in the six-figure range annually. As we embark on a stand-up comedy tour across ski towns, Mark Masters joins as a co-producer, promising to deliver the same level of laughter, engagement, and success.



Meet the Producers

Eddie Ifft

Eddie Ifft, a celebrated stand-up comedian with a 28-year career that includes podcasting, acting, and hosting, lends his considerable experience and name to the Snow Joke Stand-Up Comedy Tour, both as a producer and headline performer. Renowned for selling out shows across ski resorts in North America, Australia, and New Zealand, Eddie has left an indelible mark on the global comedy scene. His success goes beyond just performances; he has produced films, comedy festivals, and the most popular stand-up comedy show at the world-famous Comedy Store in Hollywood, showcasing his knack for creating hit events.

With Eddie Ifft at the helm, the Snow Joke Stand-Up Comedy Tour is set to merge his impressive comedic legacy with his passion for adventure. This initiative not only promises to deliver unparalleled entertainment across ski towns but also carries the prestige of Eddie's successful brand, reminiscent of his super successful shows in Hollywood. Eddie's involvement guarantees a blend of high-quality comedy and the thrill of ski culture, ensuring a unique and memorable experience for audiences.

Conclusion

The Snow Tour offers a novel way to connect with audiences, combining the thrill of winter sports with the universal appeal of laughter.

It's more than a comedy tour...

It's an experience, promising sponsors unprecedented access to a dedicated and engaged demographic.



A photograph of three people in winter gear on a snowmobile in a snowy forest. The person in the middle is sitting on the snowmobile, which has 'ski-doo' and '2017' written on it. The person on the left is leaning over the snowmobile, and the person on the right is standing next to it with one arm raised. The background is a dense forest of snow-covered trees.

Join us as we make the 2025 winter season
unforgettable, one laugh and one slope at a time.

**SNOW
JOKE
TOUR**

Eddie Ifft
eddieiff@yahoo.com