

**TO:** Stefan Pollack, Marketing Department at Sundance  
**FROM:** Trevor Verbiest, Director of Digital Marketing at Patagonia  
**SUBJECT:** Final Strategic Memo – Peak To Premiere Partnership



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## BACKGROUND

Patagonia, founded in 1973, is an outdoor apparel brand celebrated for its connection to nature and high-quality gear designed for adventure enthusiasts. Atomic Skis, a leader in ski equipment, has pushed the boundaries of innovation and performance since 1955. The Sundance Film Festival, established in 1978, is a premier platform for storytelling, spotlighting independent films that inspire, challenge, and entertain audiences worldwide.

In collaboration, Patagonia, Atomic Skis, and Sundance are launching the #PeakToPremiere campaign. This activation bridges outdoor adventure with the art of storytelling, emphasizing the intertwined relationship between nature and entertainment. It highlights how the outdoors serves as a stage for adventure and a muse for powerful narratives.

## CAMPAIGN PURPOSE

The #PeakToPremiere campaign seeks to engage outdoor enthusiasts, Sundance attendees, and storytelling aficionados through a sweepstakes promotion offering an immersive experience that celebrates the outdoors and the art of film. The campaign aims to:

- Build awareness for Patagonia, Atomic Skis, and Sundance.
- Increase engagement through user-generated content and social media activity.
- Strengthen the connection between outdoor adventure and storytelling to inspire audiences.

## SWEEPSTAKES DETAILS

The winner of the #PeakToPremiere sweepstakes will receive:

- A private ski chalet for 15 people in Park City, Utah, for a weekend during Sundance.
- Free Atomic skis, boots, and poles for two individuals, with free rentals for the remaining guests.

- Patagonia ski outfits that are chosen by guests, but returned at the end of the trip.
- A 3-day ski pass for the mountains of Park City and Deer Valley.
- Access to two private film screenings at Sundance.
- Red carpet access to select events.
- A storytelling workshop led by filmmakers and outdoor adventurers, exploring how nature inspires cinematic narratives.

## EXPECTED OUTCOMES

- **Brand Engagement:** Increase interaction with Patagonia, Atomic Skis, and Sundance on social media through contest entries and shared content.
- **Audience Reach:** Leverage Sundance's audience database to connect with outdoor enthusiasts and film lovers who appreciate the relationship between nature and storytelling.
- **Enhanced Visibility:** Strengthen brand alignment with adventure, performance, and cultural experiences.

## KPIs

- **Engagement Rate:** Target a 5% or higher engagement rate per post, reflecting audience interest and campaign visibility.
- **Number of Entries/Submissions:** Aim for 10,000 entries during the campaign to measure participation levels.

**TARGET AUDIENCE** The target audience for the #PeakToPremiere campaign includes outdoor enthusiasts and film aficionados, particularly millennials and Gen Z consumers active on social media. This audience values unique experiences that combine adventure and storytelling and is drawn to brands that celebrate performance, creativity, and culture. The campaign will also appeal to the existing customer bases of Patagonia and Atomic Skis, while Sundance's involvement will attract film lovers and cultural enthusiasts.

## CAMPAIGN ELEMENTS

- **Campaign Website:** Featuring a blog post detailing the relationship between entertainment and skiing, a sweepstakes entry page, sweepstakes rules, prizes, and more information about the collaboration between Patagonia, Atomic Skis, and Sundance.
- **Video Content:** Videos showcasing exhilarating outdoor adventures with Atomic and Patagonia gear, highlighting scenes that capture the drama and beauty of skiing. Footage will also feature Sundance moments such as film screenings and red carpet highlights, emphasizing the connection between the outdoors and storytelling, going from PEAK to PREMIERE.
- **Promotional Flyer/Poster:** A flyer/poster that will be printed out, distributed through Patagonia stores across the U.S., posted on the social media pages of Atomic, Patagonia, and Sundance, and stapled around American mountain towns like Park City, Vail, or Aspen.
- **Email Newsletter:** Announcing the campaign to email subscribers from Sundance, Atomic, and Patagonia.

## CAMPAIGN ELEMENTS

- **Campaign Website:** [LINK](#)

## PRODUCTION & DISTRIBUTION

- **Partnership with Sundance:** Utilize Sundance's database to promote the campaign through email blasts and social media.
- **Social Media Strategy:** Share content that celebrates the outdoors and storytelling, emphasizing the connection between the brands and their shared values.
- **On-Site Activation:** Host a collaborative event at Sundance featuring storytelling workshops, a gear showcase, and exclusive screenings that highlight the intersection of nature and narrative.

**CONCLUSION** The #PeakToPremiere campaign offers a unique opportunity to connect with a highly engaged audience by uniting outdoor adventure with the art of film. By combining the audiences of Patagonia, Atomic Skis, and Sundance, this activation celebrates the bond between nature and storytelling, inspiring participants to explore the world around them and share their adventures through the lens of creativity.