

Bogus Basin Ski Club – Après Ski Social  
Wednesday, January 18, 2017  
6 – 8p  
At MCU Sports, Highland Store  
Free Event !

Let's get the party started! Bring yourself and friends for a cup of cheer and appetizer! Meet JJ McLeod, Bogus Basin mountain events manager featuring the Night League racing program. BBSC recreational team captain, Dave Henry will be there to answer questions. Check out the club trips and events we've got planned for 2017!

Co-hosted by MCU Sports, come check out the high tech tuning room, experts on hand to show you around.

For more information contact: Dave [raceteam@BogusBasinSkiClub.org](mailto:raceteam@BogusBasinSkiClub.org) or Kim [president@bogusbasinskiclub.org](mailto:president@bogusbasinskiclub.org)

Sponsored by: Bogus Basin Ski Club, Bogus Basin Night League Racing and MCU Sports



PSA Draft:

Note: Please use information that could be used in a manner that all 3 groups can use for their social media & e-communications: BBSC, BB Night League and MCU Sports.

Extra Information:

In talking John Klotz about the Wednesday, January 18th event as McU Sports on Bogus Basin Rd we would like to keep to an open house type of an event and not do a tune clinic. That we can promote through the BBSC and the Night Leaguers... John does not have the room to host a clinic in mid January and it's his goal to get these folks to recognize that McU a sponsor of night league with the best tune and repair shop in town...

The open house goals for both groups (BBSC & Night Leaguers)

- McU Sports sponsorship awareness of Night League
- McU Sports product offering (Skis, Binding, Boots & Clothing)
- McU tune and repair shop
- McU demo skis program

#### Night Leaguers Goals

- Early signups
- Over awareness of McU Sports commitment to the ski community
- A new awareness of the Bogus Basin Ski Club
- Added benefit to joining Night League

#### Bogus Basin Ski Club Goals

- A renewed awareness of McU Sports and their product offerings
- Exposure to the Night Leaguers as potential new club members
- A BBSC social event as a whole.