

2026 MUFFY DAVIS CUP

MARCH 7-8, 2026

SPONSORSHIP OPPORTUNITIES

HG
HIGHER GROUND
ADVENTURE. SUPPORT. BELONGING



ABOUT MDC

The Muffy Davis Cup (MDC), inspired by Sun Valley Paralympian Muffy Davis, is the first and only experiential adaptive ski race of its kind, celebrating innovation, inclusion, and the spirit of adaptive sports. Taking place **March 7–8, 2026**, the weekend kicks off with a training day on Saturday and a kickoff party at Whiskey's on Main, leading into race day on Sunday, March 8.

Teams of five competitors will each train and race in a unique adaptive skiing discipline, including:

- ▶ Blind/Low Vision & Guide – A racer with visual impairments navigates the course with guidance from a teammate.
- ▶ Ski Bike – A bike-like apparatus designed for carving down the mountain.
- ▶ Three-Track Skiing – One ski and two outriggers for balance and control.
- ▶ Monoski – A sit-ski mounted on a single ski.

Each team is equipped with a special HG "Celebrity Skier", an adaptive athlete to show the team the ropes.

More than just a race, the Muffy Davis Cup offers participants the chance to "spend a day in someone else's skis," gaining firsthand insight into the skill, strength, and adaptability of athletes with disabilities.



MUFFY DAVIS CUP SCHEDULE

SATURDAY, MARCH 7, 2026

TRAINING DAY | 12PM, DOLLAR MOUNTAIN
KICK-OFF PARTY | 6PM, WHISKEY'S ON MAIN

SUNDAY, MARCH 8, 2026

RACE DAY | 1PM, DOLLAR MOUNTAIN
APRÈS AND AWARD CEREMONY | DOLLAR MOUNTAIN





TITLE SPONSOR

\$50,000

(1 AVAILABLE)

- ▶ Title sponsor branding - "The Higher Ground Muffy Davis Cup, presented by [company name]"
- ▶ Co-branding on all materials and swag
- ▶ Sponsor tent at event
- ▶ Additional lift tickets available at discounted rate
- ▶ Exclusive dinner for sponsor & Higher Ground
- ▶ VIP access & reserved seating at kick-off party at Whiskey's
- ▶ Plus.... All benefits of team sponsor level



RACE SPONSOR

\$25,000

(2 AVAILABLE)

- ▶ Event sponsor branding (training, race day, and award ceremony)
- ▶ Co-branding for all day-of events for race day
- ▶ Printed on-mountain recognition
- ▶ Sponsor tent at event
- ▶ VIP access & reserved seating at kickoff party at Whiskey's (8 tickets)
- ▶ Plus.... All benefits of team sponsor level



KICK-OFF SPONSOR \$15,000

(1 AVAILABLE)

- ▶ Branding for all kick-off party elements
- ▶ VIP access & reserved seating at kick-off party at Whiskey's (10 tickets)
- ▶ Plus.... All benefits of team sponsor level



APRÈS SPONSOR \$10,000

(1 AVAILABLE)

- ▶ Après event sponsor (race day)
- ▶ Branding at après event
- ▶ Named specialty cocktail at après event
- ▶ Plus.... All benefits of team sponsor level



START GATE & LUNCH SPONSOR \$7,500

(2 AVAILABLE)

- ▶ Start gate sponsor (race day) or lunch sponsor (training day)
- ▶ Branded materials at sponsored event
- ▶ Plus.... All benefits of team sponsor level



TEAM SPONSOR

\$2,500

- ▶ Sponsor a team of 5
- ▶ Logo on all marketing materials
- ▶ Kickoff party at Whiskey's Saturday night
- ▶ Après and award ceremony Sunday evening
- ▶ 2026 MDC swag



BIB SPONSOR \$2,500

- Logo on race day bibs



BAND SPONSOR

\$5,000

(SOLD OUT)

- ▶ Acknowledgement during kick-off party
- ▶ VIP access & reserved seating at kick-off party at Whiskey's (6 tickets)