

A stylized graphic of a mountain peak or a series of vertical lines forming a triangular shape, rendered in a vibrant pink color.

STAVKROA

www.stavkroa.com



World's biggest indoor Afterski..

Partners

Vision

Strategy

Visitors

Venues

Stavkroa Arena

Social media

Screens

Partner packages

Artists



STAVKROA PARTNERS

A partnership ensures maximum visibility and provides access to exclusive partner benefits, making it a valuable collaboration for brands looking to stand out at Stavkroa.



MAIN PARTNERS

With **five main partners** each season, Stavkroa offers exclusive product placement opportunities within our 3,815m² facility.

As a main partner, you benefit from premier exposure on our screens, digital platforms, and through our exclusive newsletters.
(more info on page 19)



Our vision

- **To be the most legendary apres-ski destination, where you can feel free, have memorable experiences, and celebrate life with no limits.**

strategy

- **Offer unique afterski concepts, live concerts and cultural experiences. By creating a vibrant hub with 8 different venues, Stavkroa guarantees a scene for everyone.**
- **Continuously push boundaries, ensuring that our national and international audience enjoys entertainment offerings of high-end quality.**
- **A significant time spent on marketing and branding. A team of creators and producers ensures to follow the latest trends in marketing and reached 9 595 000 people through our channels during season 23/24.**



A high-angle, wide shot of a massive crowd of people at a night event, likely a festival or concert. The crowd is dense and fills the lower two-thirds of the frame. In the background, a large, illuminated structure with a sign that reads "Starkroa" is visible. The scene is lit with warm, golden light, possibly from stage lights or the setting sun. A pink rectangular overlay is positioned in the center of the image, containing the text "AFTERSKI" and "4 ALL IN EVENTS".

AFTERSKI

4 ALL IN EVENTS

Visitors

dec – april



55 000 visitors



Age 20–70 y/o



56% men / 44% women

www.stavkroa.com



Afterski

► **55 AFTERSKI EVENTS**

► **Visitors: 20-70 y/o**

► **Top countries: Norway, Sweden, Denmark, USA, Germany and more..**

Top cities: Oslo, Bergen, Tønsberg, Fredrikstad, Drammen, Trondheim..

ALL IN NEW YEARS

Average age 20-35 y/o



ALL IN STUDENT

Average age 20-25 y/o



ALL IN EASTER

Average age 20-35 y/o



ALL IN SEASONENDER

Average age 30-50 y/o



Stavkroa



8 VENUES



3815m²



capacity : 2850





AFTERSKI



ARENA



THE MEZZ



STALLEN SALOON



KITCHEN BAR



CONTAINER



LOBBY



DØLI



Stavkroa Arena



**Step into Stavkroa
Arena—a new stage
for extraordinary
events.**



► Designed to host larger concerts, impactful conferences, and unique gatherings, this venue offers a fresh space for unforgettable experiences.



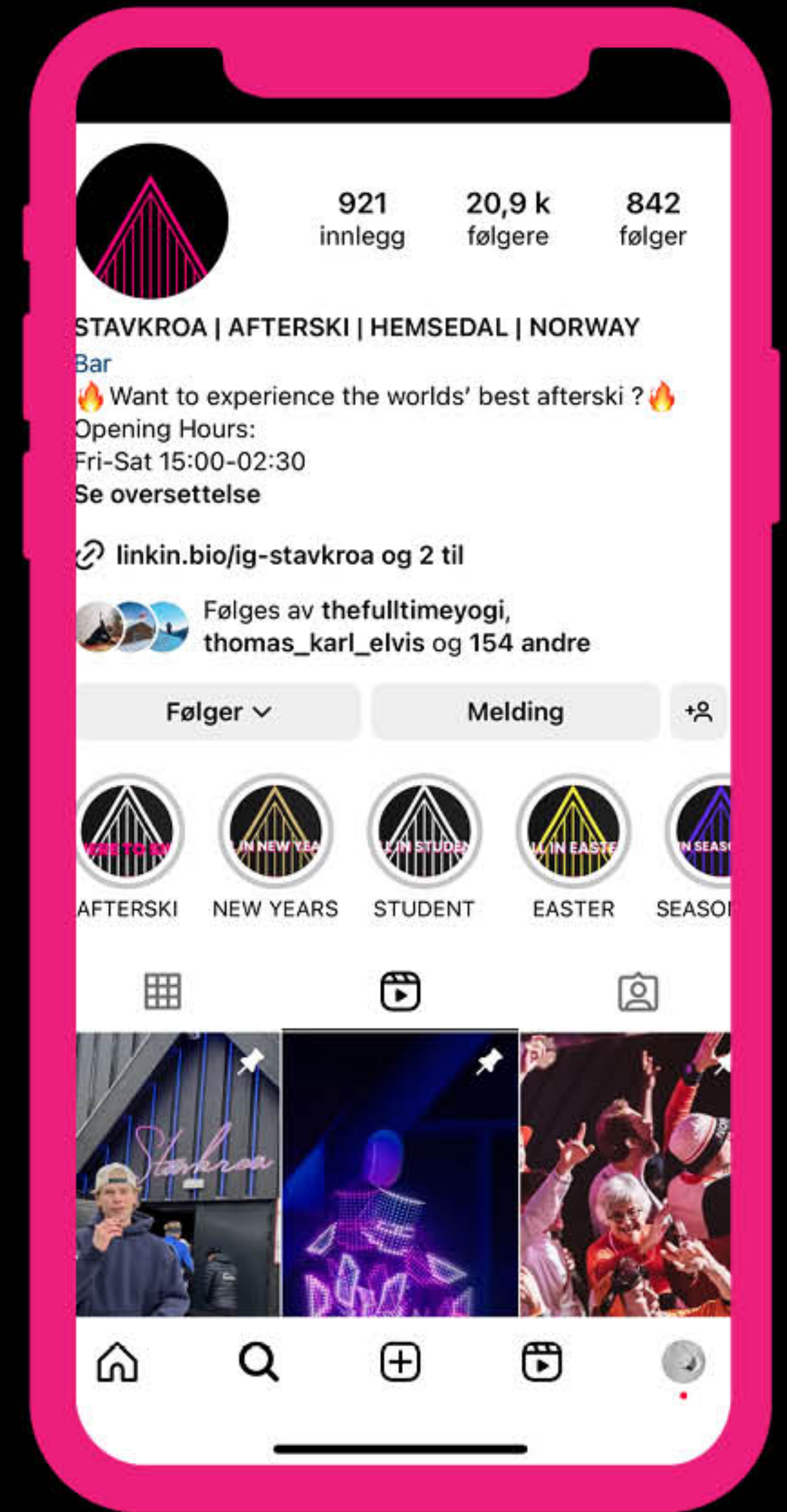
► **With flexibility in mind, our venue can be customized to fit your vision, offering modern facilities and advanced AV capabilities.**



Social media

A total of **54 816**
followers on social
media.

Total reach
on all channels **9 595 200**



Product placements



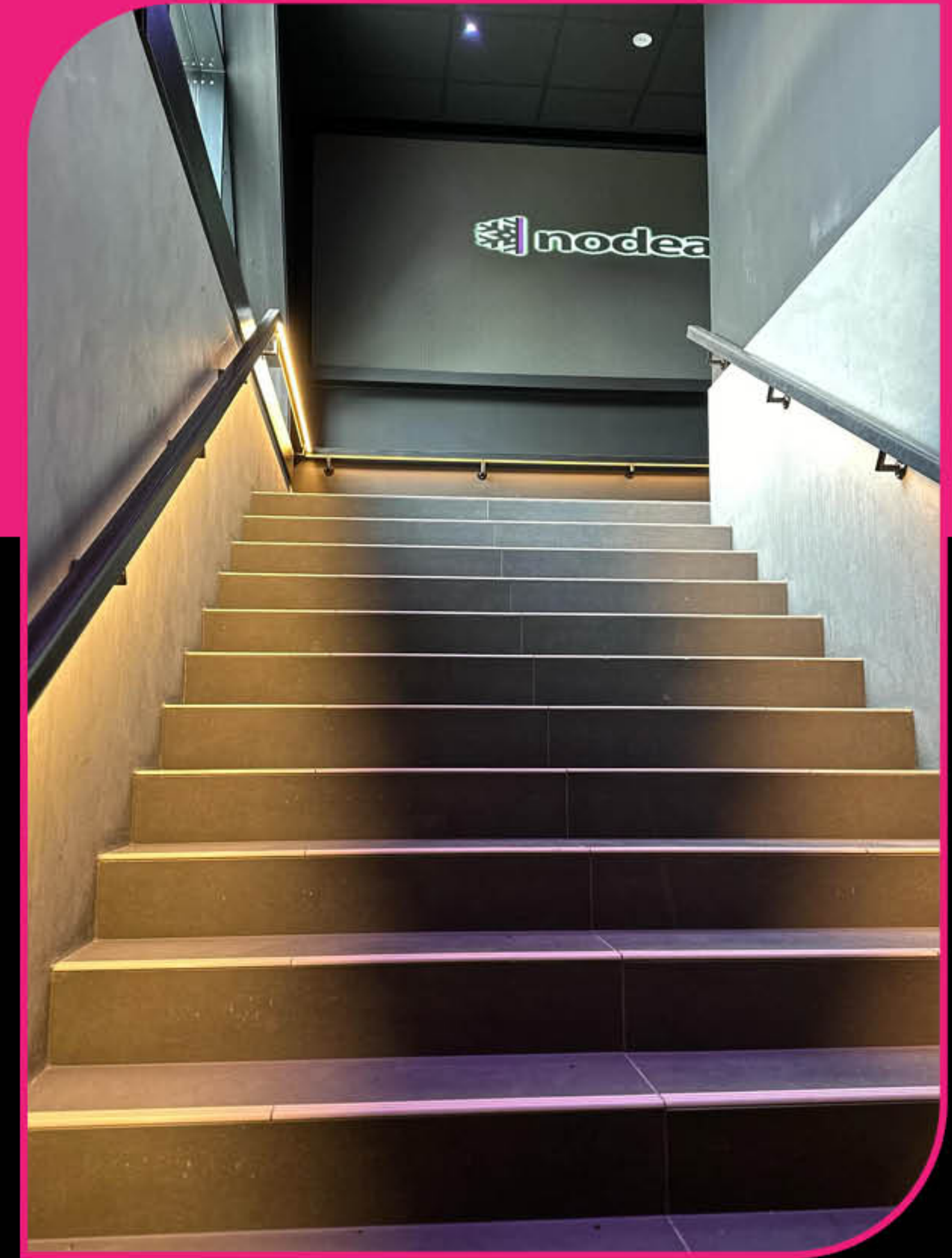
SCREEN 1.

Stairway to Afterski

SIZE: 4 X 1,5m.

250 000 VIEWS PER SEASON

This screen is passed by every guest at Stavkroa.



SCREEN 2.

The Mezz.

SIZE: 3 X 2m.

OUR VIP AREA

32 000 VIEWS PR SEASON

Suitable for creative content

SCREEN 3.



outdoor screen.

SIZE: 3,5 X 2m.

24/7

**THIS SCREEN IS PLAYING EVERY DAY,
EVERY HOUR AND EVERY MINUTE**

500 000

**PASSING TOURISTS
THROUGHOUT THE
SEASON**

4 000 000

VIEWS

DJ screen.

SIZE: 5,5 X 4m.

**THE BIGGEST SCREEN AT
STAVKROA.**

55 000 VISITORS PR SEASON

250 000 VIEWS PR SEASON



SCREEN 4.

PACKAGES

TAKEOVERS

**FULL TAKEOVER WITHIN
OUR 3,815m² FACILITY.**

**TAKEOVER STAVKROA
SCREENS.**

PRODUCT PLACEMENTS

**MARKETING THROUGH
OUR DIGITAL PLATFORMS**

**LOGO ON TICKETS
LOGO STAVKROA.COM**

**EXCLUSIVE NEWSLETTER
TO OUR 22 000 READERS.**

**60 PLATINUM AFTERSKI
TICKETS**

PARTNER

SCREEN 1 & 2

**60 PLATINUM AFTERSKI
TICKETS
10 PLATINUM SEASONPASS
(INCLUDES ALL EVENTS)
value 100 990,-**

**PRODUCT PLACEMENTS
LOGO ENTRANCE
LOGO STAVKROA.COM**

**AFTERMATH
PHOTO PACKAGE
- 30 PHOTOS**

MAIN PARTNER

SCREEN 1,2,3 & 4

**100 PLATINUM AFTERSKI
TICKETS
20 PLATINUM SEASONPASS
value 189 980,-**

**PRODUCT PLACEMENTS
LOGO TICKETS
LOGO UNIFORMS
LOGO ENTRANCE
LOGO STAVKROA.COM
LOGO NEWSLETTER
(22 000 READERS)**

**AFTERMATH
PHOTO PACKAGE
- 50 PHOTOS**

BECOME A PARTNER



Request to elin@gohemsedal.com





SOPPGIROBYGGET

GOLFKLUBB TIMBUKTU
REBECCA & FIONA

MATOMA **REHAB**

OLIVER INGROSSO JULIE BERGAN

DARUDE **Karpe Diem**
FREDDY KALAS

OTTO KNOWS ADMIRAL P
ERIK & KRISS **Jaa9 & OnklP**

SALVATORE GANACCI

BROILER BENNY BENASSI
Tungevaag & Raaban

SEEB ITALO BROTHERS **CEZINANDO**

ROC BOYZ MORTEN

KAMELEN TIX

BALLINCIAGA

2023-2024

here to sin

Thank you for viewing

www.stavkroa.com

