



**2004-2005  
MANUFACTURER PACKET  
&  
SUBMISSION GUIDELINES**



**SkiHelmets.com**  
**13050 W 43rd Dr #300**  
**Golden, CO 80403**

# How SkiHelmets.com Rates Helmets

SkiHelmets.com rates each individual helmet in numerous categories and also assigns a number rating (1 through 5) to each helmet. Helmets are rated in the following categories:

**First Look - Comfort - Fit - Style - Features - Concerns - Color - Overall Thoughts**

In addition, SkiHelmets.com staff will determine the following general information about each helmet to guide consumers:

**MSRP - Shell Design - Venting Description - Ear Flap Options - The Helmets Optimal Season - Head Shape - Certifications**

**Was your helmet not reviewed this year?** Make sure to see the Submission Guidelines included with this packet so you can ensure that your helmet will be reviewed next season!



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## About SkiHelmets.com

Almost all major, high adventure sports participants wear helmets today. Unfortunately, statistics show that only 10% to 20% of all skiers and snowboarders wear a helmet when they are on the slopes. We, at SkiHelmets.com, are dedicated to providing the public with the most recent information about the potential benefits of wearing a ski helmet, in addition to all the latest breakthroughs in the ski helmet industry. We truly believe that education about ski helmets is a vital part of being a responsible winter sports enthusiast.

The mission of SkiHelmets.com is to promote safety awareness amongst snow sports enthusiasts and to encourage individuals to educate themselves about the potential benefits of wearing ski and snowboard helmets while partaking in various winter activities.

In order to achieve our mission of reaching as many people as possible, we offer the most up to date helmet information and reviews, as well as the latest breakthroughs in the ski helmet industry on our website. Over the last several years, we have been dedicated to providing safety education as well as helmet accessibility, as a means to curbing the unnecessary risks related to snow sports.

The staff at SkiHelmets.com works year round to keep our presence known amongst the skiing and snowboarding community, not only on our website, but in the retail market and on the slopes.

Consumers have been trusting SkiHelmets.com for over 5 years with professional, unbiased ratings and reviews of ski and snowboard helmets. Monthly, SkiHelmets.com averages over 1 million hits with over 150,000 unique visitors visiting an average of 9.25 pages per visit. Over 86% of our visitors base their helmet purchase on SkiHelmets.com reviews in some way.

This past winter, SkiHelmets.com unveiled it's new Helmet Finder technology, which allows visitors to search for the perfect ski & snowboard helmets based on their head shape and their own preferences. To date the helmet finder has reduced helmet returns due to poor fit by over 50%.

SkiHelmets.com accepts helmets to be reviewed from any manufacturer making specific helmets for winter sports. Review submission guidelines are posted on the website and are also included with this packet.



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# 2004/2005 REVIEW INFORMATION

**Thank you for your interest in the SkiHelmets.com 2004/2005 Helmet Reviews!**

## How Does the Program Work?

Participation in the SkiHelmets.com Helmet Reviews for 2004/2005 is very simple. To be included in the 2004/2005 review ratings, SkiHelmets.com requires the criteria below to be met by **SEPTEMBER 30th, 2004**

## What is Required for Review?

A minimum of at least one of every helmet you would like reviewed must be sent directly to SkiHelmets.com. These helmets can be returned to you if you prefer, but if you would like on-snow testing as well, we will be keeping the helmets, using them and testing them for consumer durability and performance. These "on snow" helmets will not be returned. All helmets must be supplied in a mixture of Large and XL sizes.

Please specify whether you would like the helmets returned with your shipment. If you are not able to meet the above deadline with in-line product, you may also send production samples that will be returned and you may send in-line models for on-snow testing at a later date.

In addition to the helmets, SkiHelmets.com requires a CD of images of the helmets, company logo and any literature in an electronic format that you would like included. You must also send a printed catalog or brochure and a price list (both MSRP and Cost) with the helmets.

Any additional information you wish to provide in an electronic format including: safety standards, testing information, background, history, improvements over the previous year, etc., are encouraged, but optional. It is important to remember that the more information you provide, the more information the consumers will receive.

The final requirement for inclusion in the priority placement in the SkiHelmets.com review section is a link to SkiHelmets.com with the SkiHelmets.com logo from your website. Must be online no later than **October 15th, 2004**.

## Where do we Send the Helmets?

Please send all helmets and information described above to:

**SkiHelmets.com**  
**Attn: Reviews**  
**13050 W 43rd Dr #300**  
**Golden, CO 80403**

## Have any Questions?

Please feel free to contact Matt Sampson, Director of Reviews, at [matt@thesnowleopard.com](mailto:matt@thesnowleopard.com) or you may call him at (303) 302-4410

## What's in it for You?

Consumers have been trusting SkiHelmets.com for 5 years with professional, unbiased ratings and reviews of ski & snowboard helmets.

SkiHelmets.com averages over 1 million hits with over 150,000 unique visitors each month (based on Winter 2003/04 statistics)

Based on an in-house study, SkiHelmets.com has received a 94% approval rating with its visitors and over 86% of the visitors have based their helmet purchases on the SkiHelmets.com reviews in some way.

This past winter, SkiHelmets.com launched new technology called the Helmet Finder. Consumers are able to pick from an extensive list of helmet criteria including; features, fit and options and the Helmet Finder will pick the perfect helmets for them to choose from.

SkiHelmets.com has an aggressive media marketing campaign and has hired one of Denver's top PR firms, PrimaDonna PR, Inc, to achieve top media response.

Based on all of the information above, why would you not want to have your company's helmets reviewed on the world's premier snowsports helmet network at SkiHelmets.com?

**DON'T FORGET! The Deadline is 9-30-2004!**