

The Client: UWEC Ski and Board Club

Client Logo:



UWEC Ski and Board Club is a nonprofit club at the University of Wisconsin Eau Claire that sets the framework for finding a community of Skiers and Boarders on Campus. The club is entirely recreational and seeks to make the activity of skiing and boarding affordable and accessible, the two largest challenges facing the sport.

Target audience of the client:

Age: 21-38

Gender: Any

Location: Eau Claire, Wisconsin

Job: College Students

Interest: Skiing and Snowboarding