

PRO SKIJOR

How Strike Visuals Helped Elevate a High Energy Winter Sports Event in Heber City, Utah

Pro Skijor is a premier skijoring organization delivering high-energy winter events that combine horseback riding with skiing and snowboarding. For its Heber City race, the goal was a durable, cohesive branded environment that guided crowds and maximized visibility.

Strike Visuals delivered custom winter-ready displays—branded flags, a signature event arch, inflatable beer-garden furniture, and clear wayfinding—strategically placed to define zones and support crowd flow.

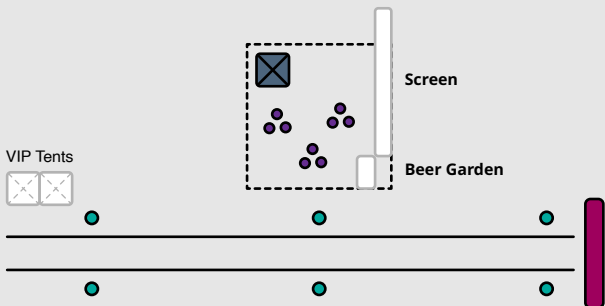
The result was a unified, professional event experience that strengthened brand presence, improved navigation, and increased post-event photo and video exposure.

"We love working with Strike and all of our amazing branded stuff because this just isn't a neighborhood event, This is an event where we at 10... to 15,000 people show up. It's a growing sport and that's what we did the the tour with Expand it and grow it just not make one event. Let's make the freaking sport big. Let's make it huge and let's go with it How's that one?"

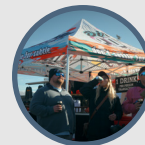
—Brandon Francis, Pro Skijor Founder



THE SETUP:



(6) FEATHER FLAG



(3) POP-UP TENT



(1) ARCH



(9) INFLATABLE FURNITURE