

DEAR VALUED SPONSOR,

Valemount holds some of the best all season outdoor recreation opportunities in British Columbia.

The Valemount & Area Recreation Development Association (VARDA) is the trusted manager, developer and promoter of outdoor recreation in the Valemount area, striving to make Valemount of the most sought after four season destinations in North America.

Not only has Valemount become an amazing mecca for winter snowmobiling and back-country recreation, VARDA has worked hard to support other recreational opportunities such as the development of the very popular Valemount Bike Park. This trail system offers mountain biking for all skill levels and has brought an entirely new user group to the community, including the social and economic benefits that come along with them.

VARDA is looked at as *THE* information source for summer motorized recreation as well. Valemount recently took a silver medal in Riderswest Magazine's Rider Choice Awards for "Favorite overall ATVing area in BC".

Valemount's popularity is growing and VARDA continues to be the source for all things recreation in Valemount.

With all of this happening and a growing buzz around Valemount, the relationship between VARDA and its stakeholders is crucial. A lot of VARDA's success is attributed to our sponsors - YOU! We are extremely honoured with the level of support that we receive and in the level of return we are able to offer to you for your investment in us.

There are many reasons to support VARDA as we work hard to continue with the growth and success of recreational tourism in the Valemount area.

We look forward to working with you!



WHY SUPPORT US



Our website and social media efforts are a very strong medium and will continue to gain strength and recognition for all involved.

VARDA's print materials are extremely popular and have a large distribution channel. This popularity allows us to showcase our sponsors and their products to a very targeted group of people. We believe that we provide a strong return on your investment with us.



Your sponsorship fees are tax deductible as a marketing expense and depending on your level of participation, they include many benefits and incentives including:

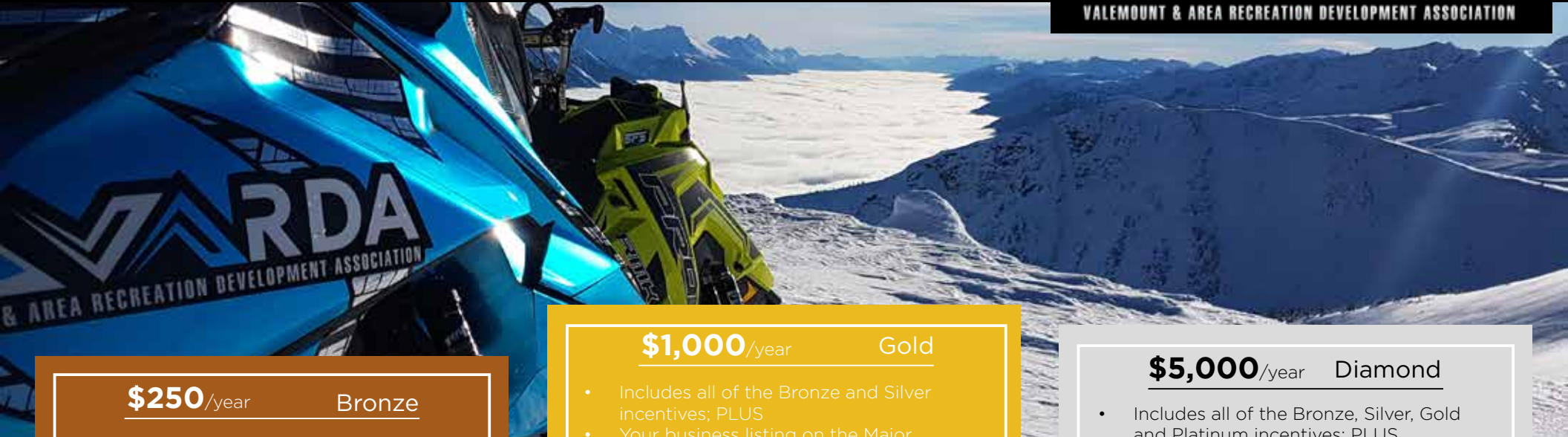
- Listings and links on the VARDA website and our four-season Area Guide
- Representation and advocacy at trade shows
- Direct conditions updates via email campaign
- Membership privileges
- Snowmobile cabin and parking lot signage
- Trails passes, marketing materials and more.



VARDA looks at sponsorship as long-term relationship. We truly feel that whether you are involved in the recreation sector or just able to support one of your favorite pastimes, there is no better value for your dollar. Please review the information on the attached sign up page and feel free to ask us any questions you may have. Note, that we are only asking for confirmation of support at this time, in order to meet printing and trade show deadlines. Sponsorship payments are not required until December 15, 2018.

Thank you for your consideration. Sincerely, Curtis Pawliuk, General Manager

2018 / 2019 SPONSORSHIP OPPORTUNITIES



\$250/year Bronze

- A listing and business description in VARDA's annual Snowmobile, Mountain Bike and ATV User Guide
- A business listing and link to your website in the sponsor section on the VARDA website
- Grooming and updates will be emailed to you with valuable and current area information to share with your guests
- You will receive a supply of Area Guides for your guests that can be replenished anytime throughout the year
- Sponsorship certificate to display at your location to show your support of Valemount recreation
- General advocacy from VARDA as a supporter of public recreation in the Valemount Area

\$500/year Silver

- Includes all of the Bronze incentives; PLUS
- 2 complimentary day passes to VARDA managed areas

\$1,000/year Gold

- Includes all of the Bronze and Silver incentives; PLUS
- Your business listing on the Major Sponsor signs located in each warming cabin, VARDA office and displayed at all attended Events
- **NEW** A major sponsor sign will also be installed in each of our managed snowmobile areas and the popular Valemount Bike Park
- 4 complimentary trail passes to VARDA managed areas or one individual seasons pass

\$3,500/year Platinum

- Includes all of the Bronze, Silver, and Gold incentives; PLUS
- Your business logo with a direct link will be placed on the home page slideshow on the VARDA website
- 10 complimentary trail passes to the VARDA managed areas or two individual seasons passes
- **NEW** 1/3 Size annual ad on the VARDA website with a link to your business. (Additional fees apply for ad design if required) Applies to cash sponsors only.

\$5,000/year Diamond

- Includes all of the Bronze, Silver, Gold and Platinum incentives; PLUS
- Full size annual ad on the VARDA website with a link to your business. (Additional fees apply for ad design if required) Applies to cash sponsors only.
- Receive one corporate seasons pass to be used within your business (can be used by anyone, unlike a regular pass)



ADDITIONAL OPPORTUNITIES



VARDA Perks Program

As a sponsor, you may choose to offer an exclusive discount or incentive at your business to VARDAs members and drive more traffic through your doors.

The annual list of available VARDAs Perks are sent to existing members upon renewal, posted on our website, in chat forums, throughout social networks and brought to all attended Snowmobile Shows.

This is a great opportunity to attract new customers to your business and really aids our club in attracting new members. Create a fun VARDAs Perk today!

VARDA's Four Season User Guide

VARDA's annual Snowmobile, Mountain Bike and ATV user guide is NEWLY a four season guide. It has a circulation of approx. 8,000-10,000 copies that will be distributed at all supporting businesses, local hotels and restaurants, at the Edmonton and Saskatoon Snowmobile and ATV Shows, and placed in all warming shelters at the riding areas.

Ad spaces are available to VARDAs sponsors only, so don't miss out! Space is limited and ads are available on a first come, first served basis. Showcase your seasonal special or sale, or simply make sure readers are aware of what all your business has to offer.

Ad sizes available are approx. 3"x2" (\$300 +tx) and 6"x2" (\$500 +tx). You must provide the ad, for which exact sizing will be emailed to you. Graphic design can be arranged for an additional fee.

Website Advertising

VARDA's main website, www.ridevalemount.com, receives 30,000-40,000 visitors per year. During winter, we publish regular trail grooming and snow condition updates, which is a popular feature and big attraction to gain visitors to our website.

We feature website ads on the most visited pages such as Grooming Updates, Snow Conditions, and Sled Area information pages. Ad sizes available are:

- 1/3 rd (290 x 100 pixels) - \$200/ year
- 2/3 rd (290 x 200 pixels) - \$275/ year
- Full (290 x 400 pixels) - \$400/ year

Website ad space is included in Platinum and Diamond Sponsorship Levels.



REGISTRATION

Please complete the info below & submit before **September 4, 2018** by mail to VARDA, Box 721, Valemount BC, VOE 2Z0 or scan and email a completed form to info@ridevalemount.com or fax to 250-566-4817.

Business name: _____

FULL Business Mailing Address: _____

Website Address: _____ Contact Name: _____

Email Address: _____ Phone Number: _____

This is a confirmation of Sponsorship only. Payments for sponsorships will be due by Dec 15, 2018.

SPONSORSHIP LEVEL

I would like to support VARDA with the following sponsorship level:

\$250/ year	BRONZE
\$500/year	SILVER
\$1,000/year	GOLD
\$3,500/year	PLATINUM
\$5,000/year	DIAMOND

ADDITIONAL OPPORTUNITIES

Please sign me up for the following additional advertising opportunities:

VARDA Perks

VARDA Perks. I will submit a membership incentive.

Four Season's User Guide

2" x 3" ad in the VARDA 4 Seasons Guide (\$300 +tx)

2" x 6" ad in the VARDA 4 Seasons Guide (\$500 +tx)

Website Advertising

1/3 size website ad (\$200 +tx)

2/3 size website ad (\$275 +tx)

Full size website ad (\$400 +tx)

Website ad space is included in Platinum and Diamond Sponsorship Levels.