

DEAR VALUED SPONSOR,

NEW IDEAS, NEW INCENTIVES, AND AN AMAZING OFFER.

March 2020 brought something with it that has affected us all. No matter what sector of the commercial industry you are in, we have all been affected by COVID-19 in one way or another. We cannot continue to look back, but choose to look forward and work together to build back our economy and support for the industry we all love so much.

If you are receiving this package, you have been a valued supporter in the past or you have a link to the recreation industry as a stakeholder or caring participant. The recreation industry is a passion for many and it is one we believe can survive our current state if we all continue to work together.

We understand the situation for many of our supporting businesses and new potential sponsors may be uncertain. But we also believe that continuing our partnerships will be the way to all of our future success.

VARDA has thought long and hard of ways to continue to work with our supporters and we believe that we have a great offer to present this year. We sincerely hope that you will continue to work with us going into the 2020/21 season, and help us develop and promote more outdoor opportunities in the Valemount area.

It's no secret that 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. We strive to make Valemount one of the most sought-after four-season destinations in North America.

OUR EFFORTS AFFECT AND ENHANCE LIFE IN OUR COMMUNITY, FOR RESIDENTS AND VISITORS ALIKE. OUR RECREATION OPPORTUNITIES PROVIDE A VENUE FOR MANY ACTIVITIES RELATED TO THE GREAT OUTDOORS.

VARDA has worked diligently over the years to make Valemount a four-season destination. We have a history of some of the best alpine and backcountry winter access out there. After much effort, we are now emerging as a sought-after summer destination as well, with offerings of world class opportunities for mountain biking, ATVing, hiking and general outdoor adventures.

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 can offer to you for your investment in us.

There are many reasons to support VARDA and we believe its more important this year than ever. Together, we can continue to promote and develop a strong outdoor recreation industry and culture.

Let's meet this challenge together. We look forward to working with you!



SOS!

SAVE OUR SPONSORSHIP

COVID PLAN

VARDA needs your support to do what we do. We also understand the situation that most of our supporters are in, but believe we will get through this better if we do it together.

Maintaining our relationships through this difficult time is crucial, and VARDA would like to offer a **50% REDUCTION OFF OUR REGULAR PRICING** to those who need it and who choose to maintain their previous sponsorship level.

If you can support us at the regular rates, we sincerely appreciate it. Please read on as we are offering additional incentives for Full Rate sponsorships.

All sponsorship payments are not due until January 31, 2021.



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 is the go-to for all things outdoor fun.

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.



A VALUABLE RETURN ON YOUR INVESTMENT. Depending on your level of participation, benefits and incentives include:

- 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.
- **SOS - READ ON FOR MORE DETAILS ABOUT ADDED INCENTIVES.**



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 currently, in order to meet printing deadlines. **Under the SOS plan, sponsorship payments are not required until January 31 2021.**

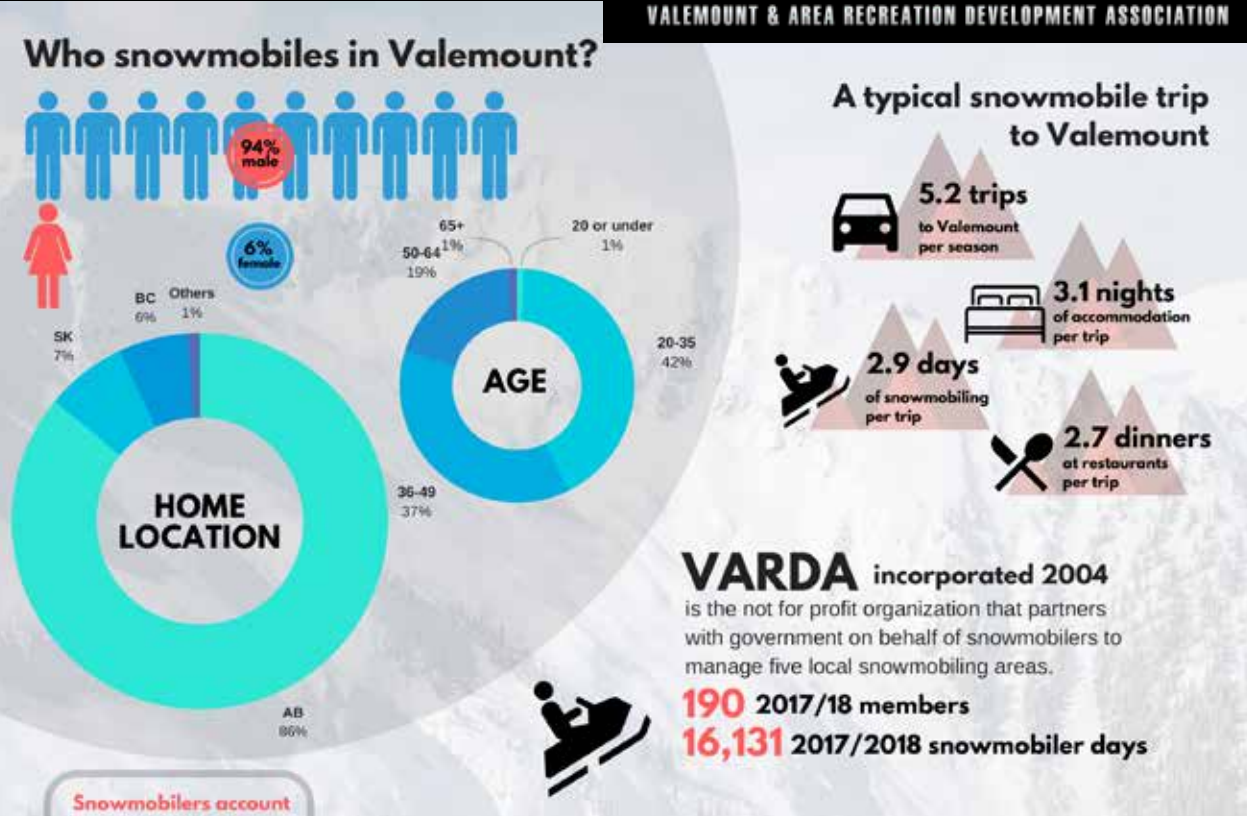
Thank you for your consideration.

Sincerely, Curtis Pawliuk, General Manager

ECONOMIC IMPACT



A recent study on the economic value of snowmobiling to Valemount showed a financial impact of 6.4million dollars annual to the community. VARDA exists to grow and support the recreational economy for both our local communities and related stakeholders and we rely on your help to make this happen.



A typical snowmobile trip to Valemount



VARDA incorporated 2004 is the not for profit organization that partners with government on behalf of snowmobilers to manage five local snowmobiling areas.

190 2017/18 members
16,131 2017/2018 snowmobiler days

Snowmobilers account for approximately **14%** of tourism revenue in Valemount

The Economic Value of Snowmobiling in Valemount

Average Daily Spending per Snowmobiler

- \$ 114.49** Accommodation
- \$ 100.07** Fuel
- \$ 74.63** Restaurants & bars
- \$ 59.76** Other spending

2017 Regional Impact of Snowmobiling in Valemount

\$ 5.7 million of Economic Output	\$ 640,000 in Regional & Municipal Tax
\$ 3.0 million of Gross Domestic Product	\$ 40,000 in MRDT Revenue
\$ 1.8 million of Household Income	55 Jobs

2020 / 2021 SPONSORSHIP OPPORTUNITIES



SOS INCENTIVE

50% of regular pricing or pay the full rate and see the additional benefits marked with ★. Sponsorship payments are not required until January 31 2021.

\$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

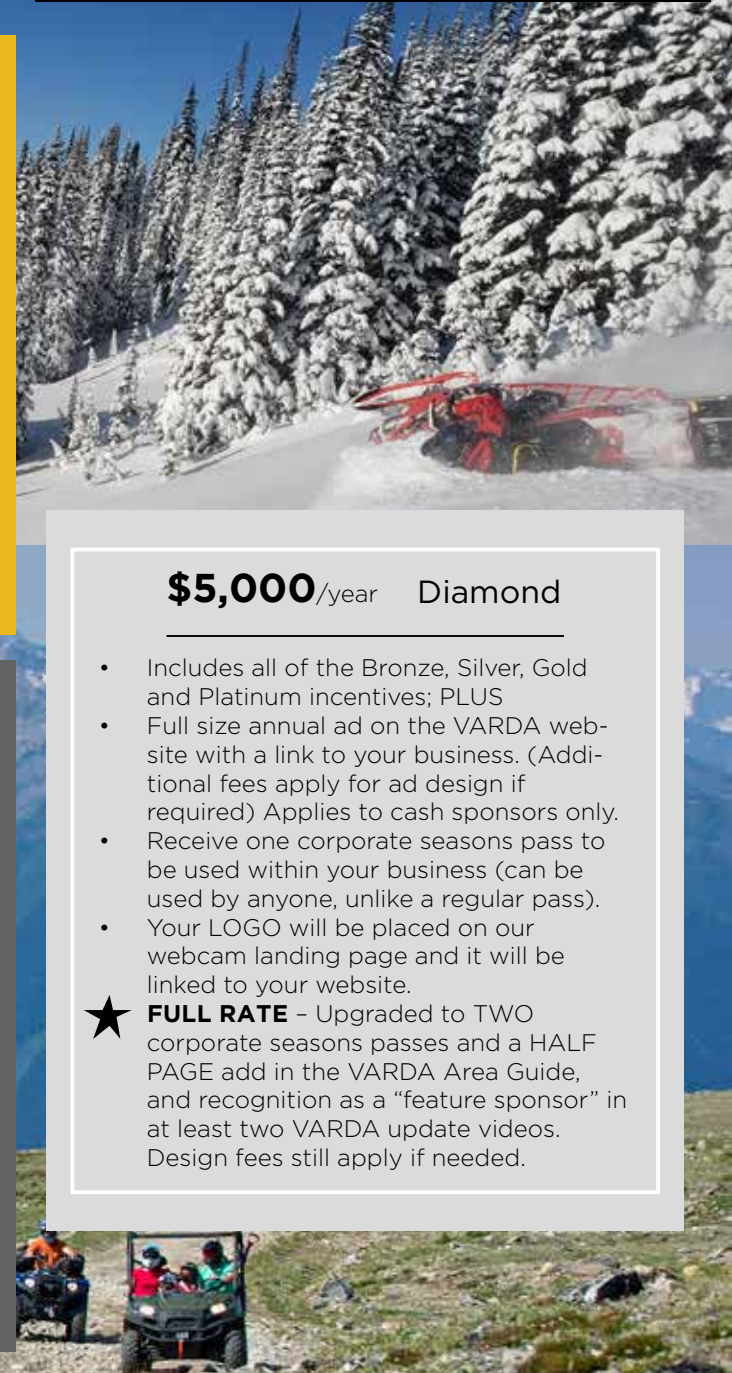
- Includes all of the Bronze and Silver incentives; PLUS
 - Your business listing on the Major Sponsor signs located in each warming cabin, VARDA office and displayed at all attended Events
 - A major sponsor sign will also be installed in each of our managed snowmobile areas and the popular Valemount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

\$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
 - 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.
 - Your NAME will be listed on our webcam landing page and it will be linked to your website.
- ★ **FULL RATE** - Upgrade to 1/2 size website ad and a 6x2 ad in the VARDA Area Guide. Design fees still apply if needed.

\$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).
 - Your LOGO will be placed on our webcam landing page and it will be linked to your website.
- ★ **FULL RATE** - Upgraded to TWO corporate seasons passes and a HALF PAGE add in the VARDA Area Guide, and recognition as a "feature sponsor" in at least two VARDA update videos. Design fees still apply if needed.



ADDITIONAL OPPORTUNITIES

SOS INCENTIVE

We are offering discounted pricing on all advertisements for sponsors wishing to use the SOS incentives this season.

VARDA Membership 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 **\$250 +tax**), 6"x2" (\$500 **\$400 +tax**), and Half Page (\$700 +tax). 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:

- Half (290 x 200 pixels) - \$275 **\$250/ year +tax** Website ad space is included in Platinum
- Full (290 x 400 pixels) - \$400 **\$375/ year +tax** and Diamond Sponsorship Levels.



REGISTRATION

Please complete the info below & submit before **September 4, 2020** by mail to VARDA, Box 721, Valemount BC, V0E 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. All payments for sponsorships will be due by January 31 2021.

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**
- Yes, I would like the SOS Option

ADDITIONAL OPPORTUNITIES

Please sign me up for the following additional advertising opportunities:

VARDA Membership Perks

VARDA Membership Perks. Describe the membership incentive:

Four Season's User Guide

2" x 3" ad 2" x 6" ad Half page

Website Advertising

Half size Full size

Website ad space is included in Platinum (1/2 size) and Diamond (full size) Sponsorship Levels.