

# LOOKING AHEAD TO A NEW YEAR

## LET'S REBOUND TOGETHER AND MAKE THIS COMING YEAR THE BEST ONE YET!

The Covid 19 pandemic affected all of us in so many ways. Ways we would have never saw coming. Supply issues, travel restrictions, confusion, and fear. We have been immersed in that state for almost a year and a half, although we now can begin to look ahead as restrictions ease.

If one thing has been made very clear through these challenging times, it is the value of outdoor recreation to the public. There is a strong desire and draw to get outside and enjoy the space around us. This has never been more apartment now as visitation numbers and sales of outdoor products are soaring.

It's no longer a secret that Valemount holds some of the best all season outdoor recreation opportunities in British Columbia. From the snow to the water, to the dirt, Valemount's potential for outdoor adventure is endless.

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 and we believe we are succeeding, although we are not doing it alone.

VARDA can be as ambitious as we are due to the support we receive from our industry partners, stakeholders and members. Our annual sponsorship campaign plays a major role in our success year after year. Without this support, we could not operate the way we do. We will continue to work diligently to maintain and develop Valemount's recreational infrastructure for the betterment of our local economy and the Tourism industry, but we need your help.

**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 AND IF YOU ARE READING THIS, THEY LIKELY AFFECT YOU IN SOME WAY AS WELL.**



# LET'S BOUNCE BACK!



We have all been affected by COVID-19 in one way or another. Right now, we must choose to look forward and work together to build back our economy and support for the recreation industry that we all love so much.

## BOUNCE BACK PLAN

Every aspect of this industry has had its challenges we understand that. Therefore we are continuing to offer our same great sponsorship incentives with a **50% REDUCTION OFF REGULAR PRICING** for those who need it. For those able to stay at the regular rate, we have included some valuable additional incentives.

Due to our timelines for print materials and fall marketing needs, we require commitments completed by September 8th although payments are not required until Jan 31, 2022.



## 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.

• **BOUNCE BACK PLAN - 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 Bounce Back Plan, sponsorship payments are not required until January 31 2022.**

Thank you for your consideration.

Sincerely, Curtis Pawliuk, General Manager



# ECONOMIC IMPACT

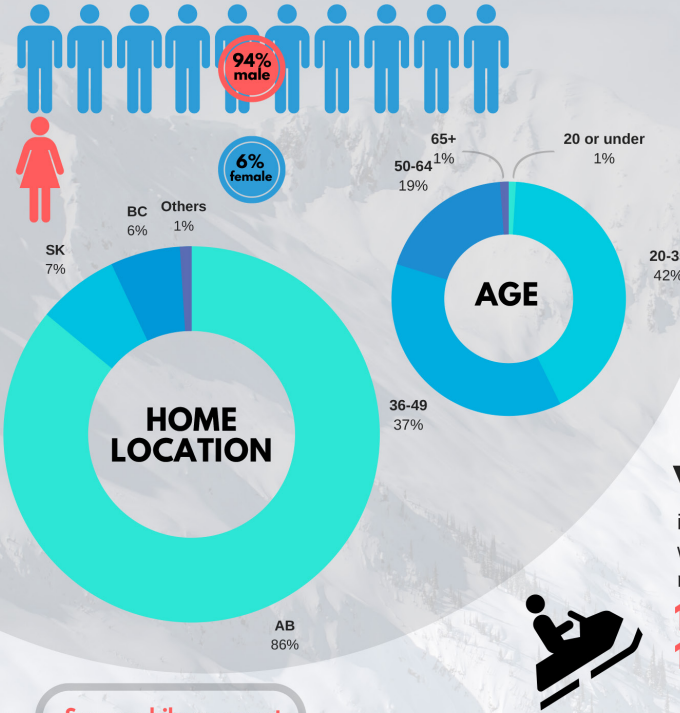


## SNOWMOBILING

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.







## Who snowmobiles in Valemount?







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

### Average Daily Spending per Snowmobiler

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

## A typical snowmobile trip to Valemount

-  **5.2 trips** to Valemount per season
-  **3.1 nights** of accommodation per trip
-  **2.9 days** of snowmobiling per trip
-  **2.7 dinners** at restaurants per trip

## 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

## MOUNTAIN BIKING

Valemount is home to one of the fastest growing mountain bike trail networks in BC. The area boasts over 60km of high-quality trails varying in style and difficulty. Over the last six years, the popularity has skyrocketed, and we have created a new economic driver for our community. VARDA is your link to the thousands of users that visit this trail system every month.

**In June 2021 alone, over 14,600 passes were recorded down only six of the areas fifty nine trails.**



# 2021 / 2022 SPONSORSHIP OPPORTUNITIES

## BOUNCE BACK PLAN

50% of regular pricing or pay the full rate and see the additional benefits marked with ★.

Sponsorship payments are not required until January 31 2022.

### \$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

## BOUNCE BACK INCENTIVE

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



### VARDA Membership Perks Program

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

The annual list of available VARDA 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 VARDA Perk today!

### VARDA's Four Season User Guide

VARDA's annual Snowmobile, Mountain Bike and ATV user guide is a go to for all of the area's visitors. With 8,000 copies distributed at all attended industry trade shows, local hotels and restaurants and at other strategic locations, this is a great opportunity to get noticed.

Ad spaces are available to VARDA 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.

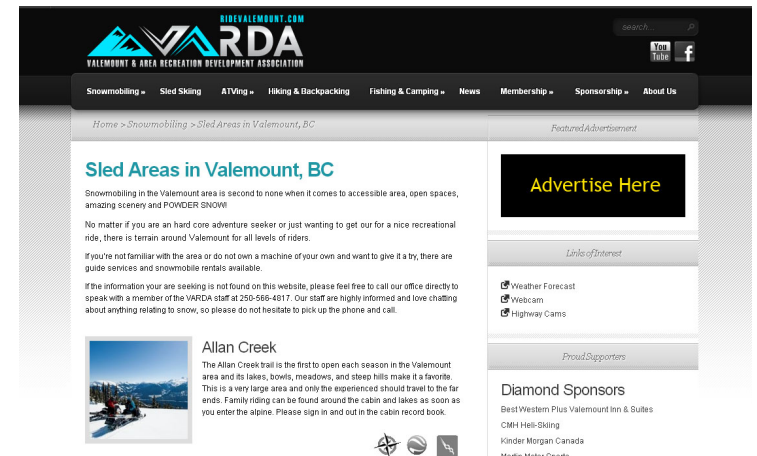
Ad sizes available are approx. 3"x2" (\$300 **\$250 +tax**), 6"x2" (\$500 **\$400 +tax**), and Half Page (\$700 +tax). You must provide the ad, for which exact sizing will be emailed to you. Graphic design can be arranged for an additional fee.

### Website Advertising

VARDA's main website, [www.ridevalemount.com](http://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**
  - Full (290 x 400 pixels) - \$400 **\$375/ year +tax**
- Website ad space is included in Platinum and Diamond Sponsorship Levels.



# REGISTRATION

Please complete the info below & submit before **September 4, 2021** by mail to VARDA, Box 721, Valemount BC, V0E 2Z0 or scan and email a completed form to [info@ridevalemount.com](mailto: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 2022.*

## 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 Bounce Back Option

## ADDITIONAL OPPORTUNITIES

Please sign me up for the following additional advertising opportunities:

### VARDA Membership Perks

- Yes, I would like to offer VARDA members a discount or incentive at our business. Please describe below:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### 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.*