

[www.ridevalemount.com](http://www.ridevalemount.com)

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# 2023 SPONSORSHIP PACKAGE





# BE PART OF SOMETHING GREAT

There has never been a time greater than now, where we have seen the importance of Valemount's strengths and values coming to the forefront. Valemount is an outdoor focused community that has embraced recreational tourism with open arms and an open mind.

Since it's incorporation in 2004, the Valemount & Area Recreation Development Association (VARDA) has been diligently working alongside many partners to improve the prosperity and economic state of our small community.

It is no secret that Valemount's world-class terrain and high-quality snow conditions provide mass appeal for the mountain sledder and other winter sport enthusiasts. VARDA has worked hard to diversify to offer summer options as well, including the development of a world class mountain bike trail system that sees tens of thousands of trail counts each year.

Our outdoor recreation opportunities including both winter and summer, have been one of the strongest drivers of our local economy for many years. And for most of these years, VARDA has been managing, building, and maintaining several of these opportunities on behalf of our local residents, businesses and industry stakeholders.

The success of our tourism industry has come from years of hard work, but also great relationships with industry partners, stakeholders, land managers and our members.

Our stakeholders play a very big part in our success. VARDA strives to make Valemount one of the most sought-after four-season destinations in North America and we cannot do it alone. The intention is to maintain, as well as grow, Valemount's recreational opportunities and to do this, we rely on assistance from our partners and stakeholders.



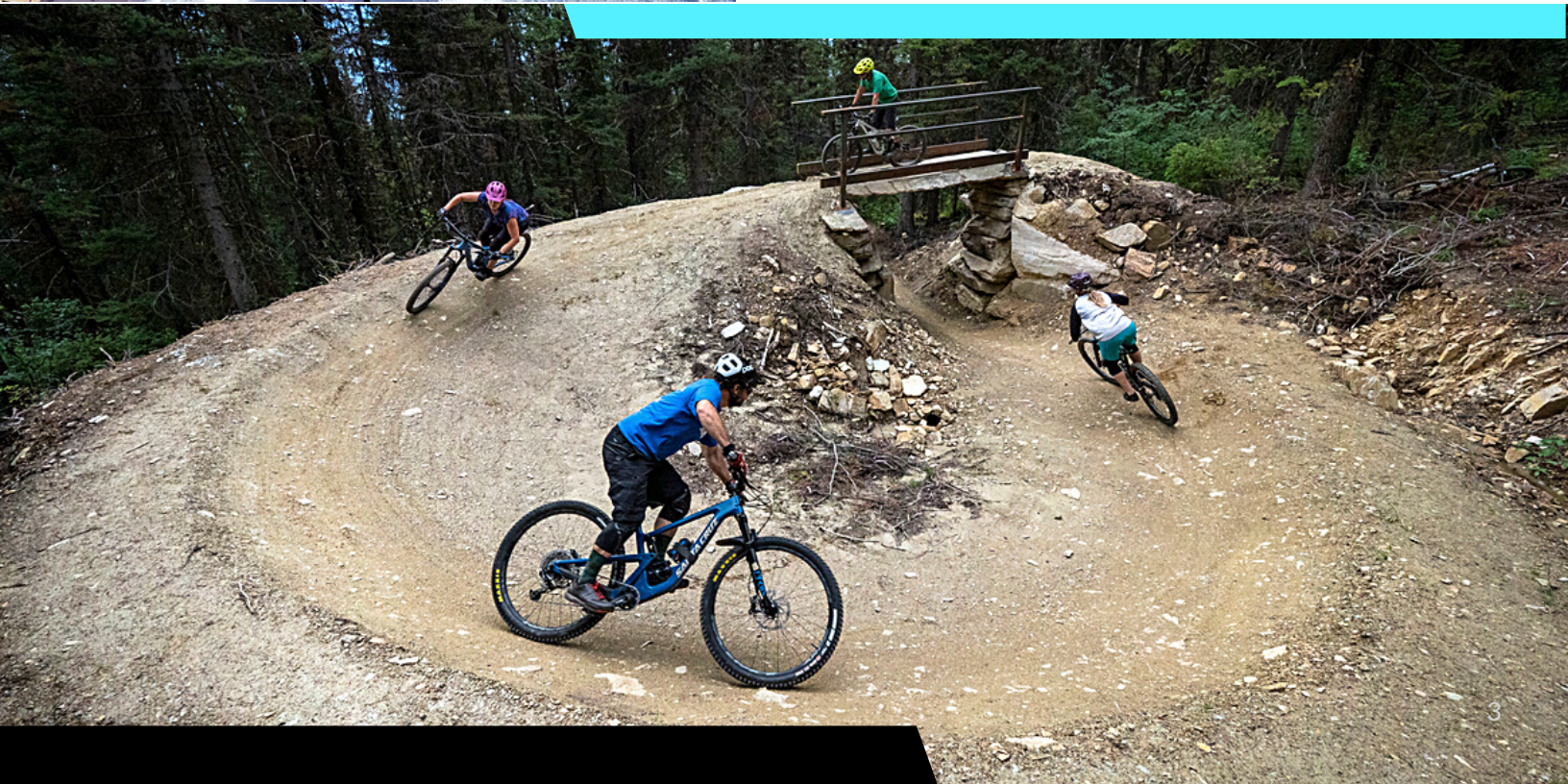
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**Our annual sponsorship and marketing program** is crucial to the success of our ambitious operations and your dollars play a major roll in what we can accomplish. We have made some significant adjustments to our sponsorship program this year and we feel that your value for dollar has never been greater.

If you compare the cost of supporting (advertising) with us, to other options out there, you will see that the best value for your dollar is here, and you also get the feel-good feeling of supporting an association that is hard at work for you.

**This is a completely revised sponsor program with some amazing new incentives offered.** Please look closely and let us know if you have any questions. Help us as we continue to make Valemount everyone's new favourite getaway.







# THE VALUE OF RECREATION

If one thing has been made very clear over the last two years, it is the value of recreation activities to the public. Usage statistics, product sales and visitation numbers are soaring.

Sponsorship and advertising with VARDA is an effective way to show your support and market directly to your target market. With 13,000-18,000 user days in the winter season alone and over 70,000 passes recorded on our bike trails during the summer season, we have a far reach and it is easy to find proof that our marketing is working.

We produce and distribute 6,000 - 8,000 user guides a year and our website and social media channels are very effective. Our webcam page alone averages 6,200 unique visits per month and all of our sponsors are listed with links on this page. Peak months last winter recorded 18,100 unique visitors per month!

Thank you for your consideration.

Sincerely,

Curtis Pawliuk  
*General Manager*







# WHY SUPPORT US

*Let's make this the best year yet!*



**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.



**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.





# ECONOMIC IMPACT



## SNOWMOBILING

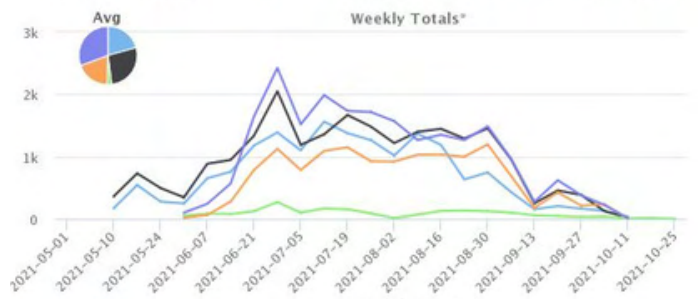
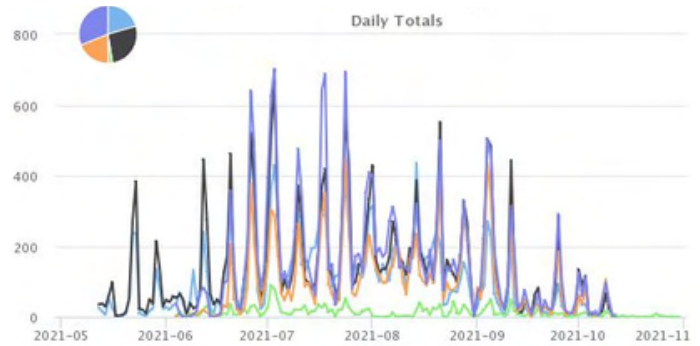
A recent study on the economic value of snowmobiling to Valemount showed a financial impact of 6.4 million dollars annual to the community. VARDA exists to grow and support the recreational economy for both our local communities and related stakeholders and we rely on your help to make this happen.



## MOUNTAIN BIKING

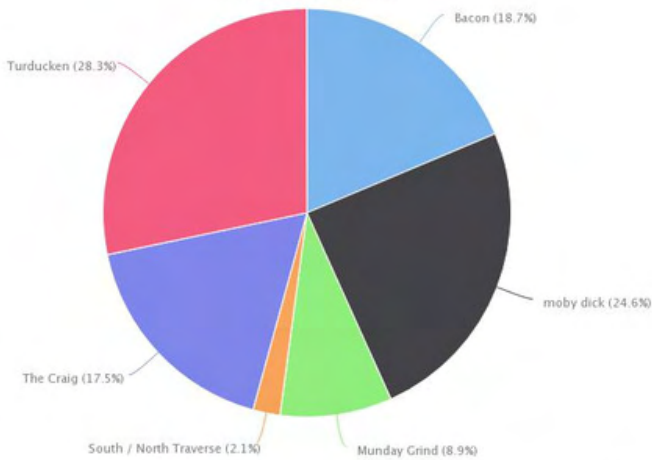
Valemount is home to one of the fastest growing mountain bike trail networks in BC. The area boasts over 60km of high-quality trails varying in style and difficulty. Over the last six years, the popularity has skyrocketed, and we have created a new economic driver for our community. VARDA is your link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

During the summer of 2021, over 70,000 passes were recorded down only six of Valemount's over forty trails.



## Compare Sites

2021-05-10 to 2021-11-03



Site Name	Daily Average
Bacon	107.4 (18.7%)
moby dick	141.2 (24.6%)
Munday Grind	51 (8.9%)
South / North Traverse	12.3 (2.1%)
The Craig	100.3 (17.5%)
Turducken	162.6 (28.3%)

# SPONSORSHIP LEVELS

Thank you for your support!

## \$500 /year

### Supporter

- A listing and business description in VARDA's annual Snowmobile, MountainBike and ATV User Guide
- A business listing and link to your website in the sponsor section on the VARDA website
- You will be placed on an email list that circulates important grooming information, trail updates and current events.
- 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 and promotion for your business from VARDA as a supporter of public recreation in the Valemount Area.
- **NEW** 4 complimentary day passes to VARDA managed areas (\$100 value)
- **NEW** Invitation to the season ender Sponsor Wrap Up party

## \$1,000 /year

### Essential

- Includes all of the Supporter incentives; PLUS some amazing new offerings
- Your business will be listed on our Major Sponsor signs which are displayed in each warming cabin, the VARDA office, all attended Events and in each of our managed snowmobile areas and the popular Valemount Bike Park staging areas.
- **NEW** 6 complimentary day passes to VARDA managed areas AND one individual season passes
- **NEW** Invitation to Sponsor Wrap Up party

## \$3,000 /year

### Premier

- Includes all of the Supporter and Essential incentives; PLUS
- Your business logo with a direct link will be placed on the home page of the VARDA website
- Your NAME will be listed on our webcam page and it will be linked to your website.
- **NEW** 10 complimentary trail passes to the VARDA managed areas AND two individual seasons passes
- **NEW** Receive one corporate seasons pass to be used within your business (can be used by anyone, unlike a regular pass).
- **NEW** 1/2 size annual ad on the VARDA website with a link to your business. (must provide your own ad to our specs).
- **NEW** 6x2 ad in the VARDA Area Guide. Must provide your own ad to our specs.
- **NEW** Recognition as a "featured co-sponsor" in ONE VARDA update video.
- **NEW** Invitation to Sponsor Wrap Up party

## \$5,000 /year

### Executive

- Includes all of the Supporter, Essential and Premier 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.
- Your LOGO will be placed on our webcam page and it will be linked to your website.
- **NEW** Receive TWO corporate seasons pass to be used within your business (can be used by anyone, unlike a regular pass).
- **NEW** Upgraded to a HALF PAGE add in the VARDA Area Guide
- **NEW** Recognition as a "feature sponsor" in at least two VARDA update videos.
- **NEW** Logo decal placement on side rails of VARDA Sled Deck
- **NEW** Invitation to Sponsor Wrap Up party



# ADDITIONAL OPTIONS

Advertising opportunities made for YOU!



## 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!



## WEBSITE ADVERTISING

VARDA's main website, 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) - \$250/ year +tax

Full (290 x 400 pixels) - \$375/ year +tax



## VARDA'S FOUR SEASON 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.

Small 3"x2" (\$250 +tax),

Large 6"x2" (\$400 +tax), and

Half Page (\$600 +tax).

You must provide the ad, for which exact sizing will be emailed to you. Graphic design can be arranged for an additional fee.