

www.ridevalemount.com

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2024 SPONSORSHIP PACKAGE



CRAFT STOKE, MAKE MEMORIES, HAVE FUN

VARDA thrives on its dedication to outdoor pursuits and we proudly support recreational tourism with open arms and a progressive mindset. Valemount is an outdoor focused community that has embraced this industry and its passionate participants.

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.

Valemount's outdoor wonderland beckons adventurers from all corners of the globe, with its world-class terrain and pristine snow conditions, creating an irresistible allure for mountain sledders and winter sports enthusiasts alike. VARDA also continues to expand its horizons to embrace the thrill of summer adventures. We have passionately crafted a world-class mountain bike trail system that entices tens of thousands of trail seekers each year.

Valemount's recreation opportunities have proven to be an absolute powerhouse, consistently stimulating our local economy, fueling growth, and spreading stoke among our residents and visitors alike.

Over the years, VARDA has taken the lead in managing, constructing, and maintaining Valemount's recreational experiences. We work to ensure that our community, businesses, and industry stakeholders benefit to the fullest extent.

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.

... continued



Your support through our annual sponsorship and marketing program is absolutely vital to the success of our ambitious operations. Each dollar you contribute plays a significant role in determining what we can achieve. The value you receive for every dollar invested has never been more substantial, making this partnership truly remarkable.

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 sponsor program consists of some amazing incentives . 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 few 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 80,000 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
Executive Director, VARDA



WHY SUPPORT US

We put your investment to work!



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 can help spread your message directly to your potential clients.



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



Galaxy S21 5G

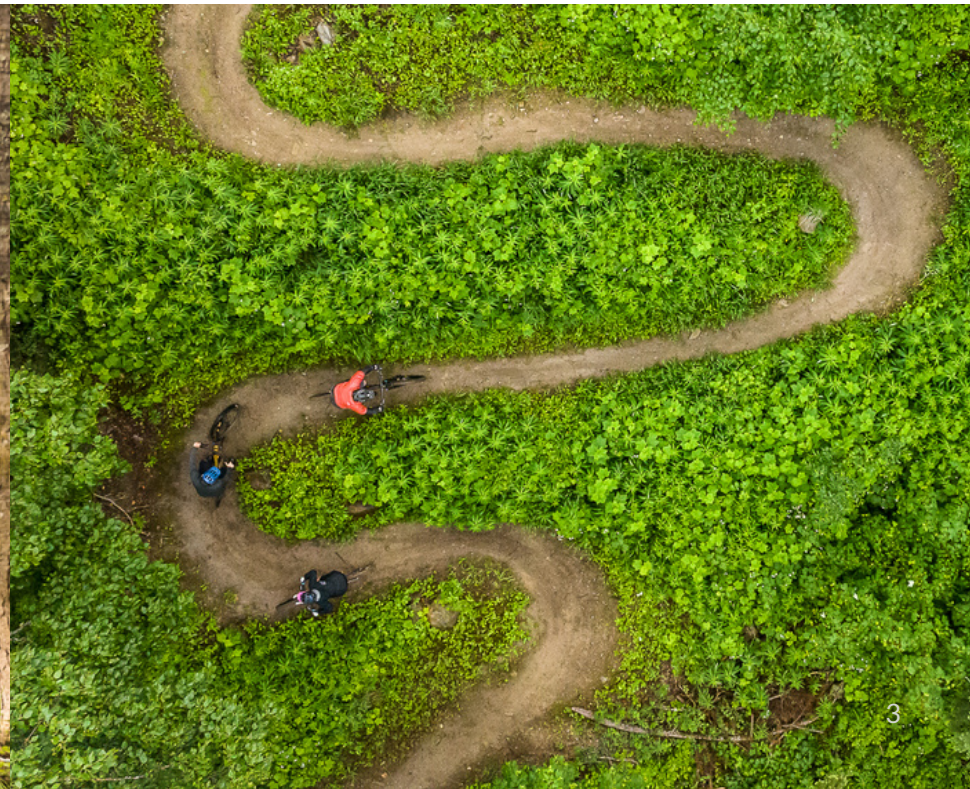
SNOWMOBILING

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.

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 eight 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 2022, over 80,000 passes were recorded down only six of Valemount's over fifty trails.



SPONSORSHIP LEVELS

A level for everyone

\$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.
- 4 complimentary day passes to VARDA managed areas (\$100 value)
- 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.
- 6 complimentary day passes to VARDA managed areas AND one individual season passes
- 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.
- Receive TWO corporate seasons pass to be used within your business (can be used by anyone, unlike a regular pass).
- Upgraded to a HALF PAGE add in the VARDA Area Guide
- Recognition as a "feature sponsor" in at least two VARDA update videos.
- Logo decal placement on side rails of VARDA Sled Deck
- 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.
- 10 complimentary trail passes to the VARDA managed areas AND two individual seasons passes
- Receive one corporate seasons pass to be used within your business (can be used by anyone, unlike a regular pass).
- 1/2 size annual ad on the VARDA website with a link to your business. (must provide your own ad to our specs).
- 6x2 ad in the VARDA Area Guide. Must provide your own ad to our specs.
- Recognition as a "featured co-sponsor" in ONE VARDA update video.
- 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 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!



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 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.

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.

REGISTRATION

Sign up today!



Business name: _____

FULL Business Mailing Address: _____

Website Address: _____ Contact Name: _____

Email Address: _____ Phone Number: _____

SPONSORSHIP LEVEL

- ☐ \$500 /year (Supporter)
- ☐ \$1,000 /year (Essential)
- ☐ \$3,000 /year (Premier)
- ☐ \$5,000 /year (Executive)

Please complete the info & submit
before **September 4, 2023** by email or
scan a completed form to
info@ridevalemount.com or fax to
250-566-4817.

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 User's Guide

- ☐ 2" x 3" ad (\$250)
- ☐ 2" x 6" ad (\$400)
- ☐ Half page (\$600)

Website Advertising

- ☐ Half size (\$250)
- ☐ Full size (\$375)

Website ad space is included in Premier (1/2 size) and Executive
(full size) Sponsorship Levels