

www.ridevalemount.com

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# 2024/25 SPONSORSHIP PACKAGE



RIDEVALEMOUNT.COM

 **RDA**  
VALEMOUNT & AREA RECREATION DEVELOPMENT ASSOCIATION

# CRAFT STOKE, MAKE MEMORIES, HAVE FUN

VARDA is deeply committed to fostering outdoor pursuits and actively supports the growth of recreational tourism with a forward-thinking approach. Embracing Valemount's outdoor-centric identity, our community has become a beacon for enthusiasts worldwide since VARDA's inception in 2004. Through strategic partnerships, we've significantly enhanced our community's economic landscape, drawing adventurers to our renowned winter wonderland with its exceptional terrain and pristine snow conditions, which cater to both mountain sledders and winter sports aficionados alike.

Moreover, VARDA has expanded its scope to embrace the excitement of summer adventures, having developed a premier mountain bike trail system that entices tens of thousands of enthusiasts annually. These recreational offerings are a cornerstone of Valemount's economic vitality, continuously stimulating local growth and fostering a vibrant atmosphere for residents and visitors alike.

Central to VARDA's success is our proactive role in managing, constructing, and maintaining Valemount's recreational infrastructure. We prioritize the mutual benefits of our community, businesses, industry stakeholders, and land managers, ensuring sustainable growth and prosperity.

Your support through our annual sponsorship and marketing initiatives is crucial to advancing our ambitious goals. Each contribution directly impacts our ability to achieve meaningful outcomes, offering exceptional value and reinforcing our partnership's significance. Comparatively, investing in VARDA guarantees the best return on investment, coupled with the satisfaction of supporting an organization dedicated to enhancing Valemount's appeal as a premier destination.

Explore the exceptional incentives included in our sponsorship program, designed to maximize your engagement and visibility. We invite you to review these opportunities closely and reach out with any inquiries. Join us in shaping Valemount into everyone's preferred getaway destination.



# THE VALUE OF RECREATION

In recent years, one undeniable trend has emerged: the growing significance of recreational activities among the general public. Metrics such as usage statistics, area inquiries, and visitation numbers have all experienced substantial increases in most areas. Partnering with VARDA for sponsorship and advertising presents a powerful opportunity to demonstrate your support while directly reaching your target audience. With winter user days ranging from 13,000 to 18,000 and over 80,000 passes logged on our summer bike trails, our influence is extensive, and the effectiveness of our marketing strategies is evident.

Annually, we distribute between 4000-6000 user guides, bolstered by a robust online presence. Our website and social media platforms are highly effective, with our webcam page attracting an average of 6,200 unique visits monthly, where all sponsors are prominently featured with direct links. During peak winter months, we reached a staggering 18,100 unique visitors per month!

We appreciate your thoughtful consideration and support of our efforts to make Valemount one of the most sought after recreation destinations in the west.

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.



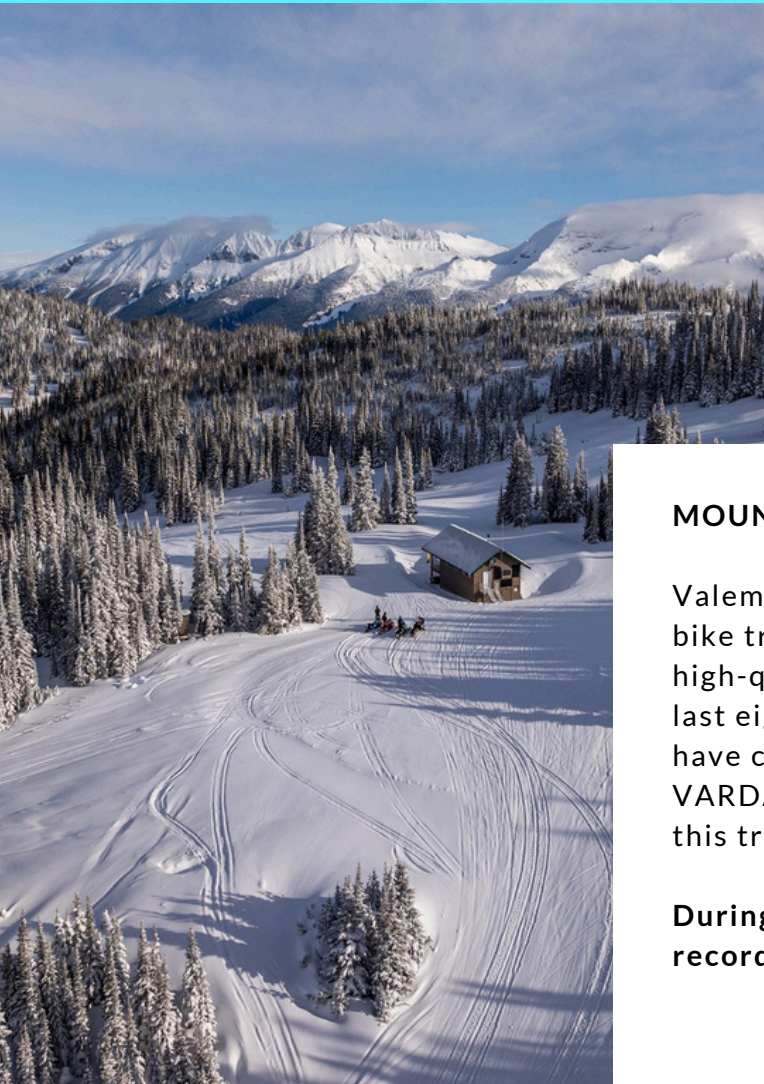
**VARDA'S PRINT MATERIALS** are extremely popular and have a large distribution channel. This popularity allows us to showcase our sponsors and their products to a very targeted group of people. We can help spread your message directly to your potential clients.



**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



## 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 2023, 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)

## **\$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

## **\$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

## **\$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.

# 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 6,000 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.

# 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)

## 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 in detail 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*

Please complete the info & submit before **September 6, 2024** by email or scan a completed form to [info@ridevalemount.com](mailto:info@ridevalemount.com) or fax to 250-566-4817.