

www.ridevalemount.com

2025/26

SPONSORSHIP PACKAGE



RIDEVALEMOUNT.COM



VALEMOUNT & AREA RECREATION DEVELOPMENT ASSOCIATION

HELP US BUILD THE NEXT CHAPTER OF OUTDOOR ADVENTURE IN VALEMOUNT

Since 2004, VARDA has proudly championed outdoor recreation and fueled the growth of Valemount's tourism economy.

Our goal is simple: **to elevate outdoor experiences while supporting our community's vibrant future.** With a focus on innovation and sustainability, we've helped shape Valemount into a go-to destination for adventure seekers from around the world.

From world-class winter terrain and legendary snow conditions that draw sledders and winter sports enthusiasts, to a thriving summer scene anchored by our acclaimed mountain bike trail network, VARDA continues to drive four-season recreational tourism. These offerings not only bring tens of thousands of visitors annually—they're also a vital engine for Valemount's local economy and community spirit.

At the heart of everything we do is our commitment to building, maintaining, and managing essential recreational infrastructure.

We work closely with land managers, industry stakeholders, local businesses, and community partners to ensure responsible, sustainable growth that benefits everyone.

We firmly believe that our efforts benefit the entire recreation based community, from outdoor-focused businesses like bike, snowmobile, ATV, and gear shops, to the broader hospitality and tourism sector, and ultimately to the residents who thrive in a more vibrant, active, and prosperous Valemount.

Your support, whether renewing your sponsorship or joining us for the first time, is key to making this possible. Every contribution helps us move forward with bold new projects and impactful initiatives that benefit the hospitality and outdoor recreation industries.

In return, our sponsorship program offers exceptional value, high-visibility opportunities, and the satisfaction of knowing you're investing in the future of Valemount as a premier outdoor destination.

We invite you to explore our sponsorship benefits, connect with us directly, and be a part of what's next. Together, we can keep Valemount on the map, for the right reasons.



THE POWER OF OUTDOOR PLAY: RECREATION AS A CATALYST FOR GROWTH

Life can be challenging and hectic at times. More and more people are turning to the outdoors to recharge, connect, explore and get away from the pressures of the work week, and Valemount is on their radar. The demand for quality recreational experiences is growing fast, and our region is meeting that moment.

At VARDA, we're proud to be at the center of this shift. Our winter terrain welcomes up to 18,000 sledders and snow-goers annually, while our summer mountain bike trail system sees over 80,000 logged visits each year. This isn't just traffic—it's impact. Local businesses, accommodations, and service providers all feel the ripple effect of a thriving outdoor scene and it goes far beyond just local. Our visitors are coming in from all over BC, Alberta, Saskatchewan and some from much farther.

The more we grow, the more value you gain and the stronger our impact, the greater your return.

Our reach doesn't end on the trails. Each season, thousands of user guides circulate through the hands of visitors and residents, while our digital platforms—especially our widely used webcam page—draw up to 6,000 unique views daily, with sponsor logos and links placed front and center.

In an average year, our website is viewed around 230,000 times, with 85% of traffic from within Canada. Large centers such as Edmonton, Vancouver and Calgary are the top 3 cities for website visitors. In peak recreational times, our website is one of the most important channels for communication and we make sure to feature our sponsors with rotating logo placements, home page placements, and mentions throughout the site.

Supporting VARDA means more than putting your brand in front of a targeted, passionate audience. It means investing in a growing movement that benefits our entire region, economically, socially, and culturally. **Now is the perfect time to step in, stand out, and be part of what's next.**

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

JOIN THE MOVEMENT: YOUR VALUE OF YOUR SUPPORT



OUR WEBSITE AND SOCIAL MEDIA platforms are powerful tools that continue to grow in reach and impact, offering strong visibility for everyone involved. VARDA remains the trusted source for all things outdoor adventure.



VARDA'S PRINT MATERIALS are widely distributed and highly sought after, giving us a valuable platform to highlight our sponsors and their products. This targeted reach allows us to deliver your message directly to your ideal audience.



AT VARDA, SPONSORSHIP IS A LONG-TERM RELATIONSHIP. Whether you're in the recreation industry or simply want to support a pastime you love, your dollars work harder with us. Please review the attached signup details, and reach out with any questions—we're here to help!



TRAILS TRAILS TRAILS. Grooming and trail maintenance are at the core of what we do at VARDA. From repairing erosion and clearing debris to upgrading signage and grooming trails for year-round use, sponsorship directly fuels this work. Your support ensures our trail network remains safe, sustainable, and fun for all users, season after season. It's a tangible way to give back to the trails you love.



THE BUSINESS OF OUTDOOR RECREATION



Outdoor recreation is more than just a pastime in Valemount, it's a powerful economic driver that supports local businesses, attracts tourism, and helps define the identity of our region. Snowmobiling, mountain biking, and snowmobile-assisted skiing are at the heart of this impact, generating consistent and growing traffic to our community across all seasons.

Each winter, thousands of snowmobilers and backcountry skiers make the journey to Valemount, drawn by our legendary snowpack and terrain. In the summer, our purpose-built mountain bike trail network brings tens of thousands of riders to the valley.

These visitors don't just come for the trails; they stay in our hotels, eat in our restaurants, buy fuel, rent gear, and shop locally. Recreation creates real revenue, across multiple sectors and the reach is even farther than just Valemount.

For local and regional businesses, supporting VARDA is an opportunity to invest directly in the experiences that bring customers through your doors. Sponsorship helps us grow the very things that grow your business. It's also a powerful way to align your brand with a lifestyle and community that values adventure, sustainability, and outdoor culture.

Join us in keeping Valemount a world-class destination—for riders, sledders, skiers, and the businesses that thrive alongside them.

HOW VARDA MAKES IT HAPPEN

- **TRAIL DEVELOPMENT & MAINTENANCE:** We design, build, and sustain trail infrastructure for sled, bike, and ski opportunities.
- **SAFETY & STEWARDSHIP:** Our proactive partnerships with land managers, clubs, and governments ensure responsible recreation.
- **MARKETING & OUTREACH:** Whether through our popular webcam page, printed user guides, or digital campaigns, VARDA consistently drives visitor attention to the trails, and to our sponsors.





REAL VALUE, REAL VISIBILITY: WHY IT'S WORTH IT

By sponsoring VARDA:

- ✓ You connect directly with thousands of outdoor enthusiasts, winter and summer alike.
- ✓ You align with a brand that generates \$6.4M+ in visitor spending annually
- ✓ You support an association that ensures sustainable, locally managed recreation. This recreation, creates an industry and a growing economy.
- ✓ **VARDA will advocate for YOU!** We consistently champion the businesses that support us. With the high volume of inquiries we receive, each one becomes an opportunity to promote our sponsors, and that's where our advocacy truly stands out.



SPONSORSHIP LEVELS



\$500 /year

Supporter

As a Supporter sponsor, your business will receive:

- **A featured listing and business description** in VARDA's annual *Snowmobile, Mountain Bike, and ATV User Guide*, distributed to thousands of visitors each year.
- **Inclusion on the VARDA website** with a dedicated listing and direct link in the sponsor section, driving traffic and visibility to your business.
- **Access to insider updates** through our sponsor-only email list, including grooming reports, trail conditions, and event announcements.
- **A complimentary supply of Area Guides** to offer your guests, refillable at any time throughout the year.
- **A sponsorship certificate** to proudly display at your location, highlighting your support of outdoor recreation in Valemount.
- **Ongoing advocacy and promotion** of your business by VARDA, recognizing your contribution to local recreational development.
- **Four complimentary day passes** to use in any VARDA-managed riding area—an added \$120 value to share or enjoy.

\$5,000 /year

Executive

Includes all Supporter, Essential, and Premier-level benefits, plus:

- **A full-size annual ad on the VARDA website**, linked directly to your business for high visibility (applies to cash sponsors only; ad design available for an additional fee).
- **Your logo will be featured on our popular webcam page**, with a direct link to your website—placing your brand in front of thousands of visitors/month.
- **Two corporate season passes** for use within your business—fully transferable and ideal for staff, clients, or promotions.
- **An upgraded half-page ad** in the widely circulated VARDA Area Guide (ad must be provided to specification).
- **Recognition as a “Feature Sponsor”** in at least two official VARDA update videos, shared across our digital channels for extended reach.
- **Your logo displayed on the side rails of the VARDA sled deck**, offering unique visibility in high-use areas throughout the winter season.

\$1,000 /year

Essential

Includes all of the Supporter incentives as well as:

- Your business will be proudly featured on our **Major Sponsor signs** which are prominently displayed in every warming cabin, at the VARDA office, all attended events, throughout our managed snowmobile zones, and at the popular Valemount Bike Park staging areas. These signs spark conversations, catch attention, and visitors love seeing familiar names that support their favorite adventures.
- **6 complimentary day passes** to VARDA managed areas AND one individual season passes – This is a \$480 Value ! These passes can be used as intended or they can be used for promotional draws and giveaways to grow your social media.

\$3,000 /year

Premier

Includes all Supporter and Essential-level benefits, plus:

- **Your business logo and direct link featured on the VARDA website homepage** for maximum visibility.
- **Your business name listed** on our high-traffic webcam page, linked directly to your website.
- **Ten complimentary day passes** to VARDA-managed areas, plus two individual season passes to enjoy or share with valued guests or staff. (\$900 value) These passes can be used as intended or they can be used for promotional draws and giveaways to grow your social media.
- **One corporate season pass**, fully transferable for use within your business, ideal for staff or client perks.
- **A half-size annual ad on the VARDA website** with a direct link to your business (ad must be supplied to spec).
- **A 6x2 print ad** in our widely distributed VARDA Area Guide (ad must be supplied to spec).
- **Recognition as a “Featured Co-Sponsor”** in one of our official VARDA update videos—shared across our social and digital platforms for added exposure.

BOOST YOUR VISIBILITY WITH A VARDA MEMBER PERK



As a valued sponsor, you have the option to offer an exclusive discount or special incentive to VARDA members, helping drive new traffic to your business while supporting our membership program.

Each year, our curated list of VARDA Perks is shared widely:

- Included in member renewal packages
- Featured on our website and social media channels
- Promoted in online forums and at all attended snowmobile shows

Offering a perk is a simple and effective way to reach new customers, build loyalty, and strengthen your connection to the recreation community. Whether it's a discount, a value-added service, or a creative promotion, your contribution helps us grow, and brings more people through your doors.



WEBSITE ADVERTISING

VARDA's main website, ridevalemount.com, receives over 200,000 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 2, 2025** by email or scan a completed form to info@ridevalemount.com or fax to 250-566-4817.