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VALEMOUNT AREA RECREATION DEVELOPMENT ASSOCIATION



## Hello from VARDA!

After such an amazing and snow-filled 2011/2012 season, we are anxiously awaiting another epic year of mountain snowmobiling in Valemount, BC. The staff at the VARDA office are already busy preparing for another great season of snowmobiling and outdoor recreation in some of the finest terrain in North America.

We are contacting you a bit earlier than usual this year as Tourism Valemount and VARDA have added another trade show to our busy fall schedule. New this fall VARDA will be attending the Fort McMurray trade show as well as the Edmonton and Saskatoon trade shows in a large promotional effort to continue to keep Valemount as one of the leading snowmobile destinations in the west. Valemount and your business will receive even greater exposure to your target audience. As a result of the added trade show, we need to begin our sponsorship drive a month earlier in order to prepare materials in time for the trade shows.

Valemount is quickly becoming the destination of choice for four season adventures. VARDA relies on support from our great sponsors to help grow our association and expand Valemount's snowmobiling, ATVing and other recreational activities. Our newest project, the Crystal Ridge Sled Skiing Area, is planned for a full opening this season and is attracting a lot of new interest to our area. We are also in the middle of revamping our existing website and have joined the world of Facebook to reach a greater variety of audience in our marketing, promotional and educational efforts.

We are hard at work for the continued success of tourism in the Valemount area. As a non-profit association, we rely on the support of our community and sponsors to be as active as we are and to provide the additions and improvements that our guests require.

For more info on VARDA, please visit our updated website at [www.valemountrecdevelopment.com](http://www.valemountrecdevelopment.com). For the small cost of a basic sponsorship, you can take advantage of some excellent marketing opportunities and advocacy for your business. Sponsorship of VARDA has many benefits for your business, including showing your customers that you are giving back to the industry that they love so much. Sponsorships range in value and all include your business listing in our "Who Supports You" flyer, "Valemount Sled Area Guide", grooming update emails, and a listing in the Sponsorship category on our website, all of which are excellent marketing opportunities. Depending on which sponsorship level you choose, there are many other added benefits, including representation at the **Fort McMurray, Edmonton and Saskatoon Snowmobile Shows**, cabin signage, website links, brochures, trail passes, etc.

Please see the included sponsorship form for more information and do not hesitate to contact me directly at 250-566-4817 or email [varda@valemount.ca](mailto:varda@valemount.ca) should you have any questions. Thank you for your support!

Sincerely,

Curtis Pawliuk  
General Manager  
VARDA

**At this time we are only asking for confirmation of sponsorship for the 2012/2013 season to meet printing deadlines. Payment date for sponsorship is December 15th 2012.**



**To meet printing and show deadlines, commitments must be received by August 15th, 2012**