

2015 / 2016 Sponsorship and Marketing Opportunities

The Valemount & Area Recreation Development Association is yet again preparing for another season of snowy adventures, although this summer we began a very exciting new project for our summer enthusiasts. After many years of planning and preparation, the Valemount Mountain Bike Park is becoming a reality and phase one of construction will be completed and ready to ride this fall.

As VARDA is expanding our involvement in other recreational opportunities such as the development of a mountain bike trail facility and Valemount's evolving ATV opportunities, the relationship between VARDA and our stakeholders is crucial. And we owe a lot of our success to our supporters.

We take great pride in the support that we receive from our sponsors and also in the level of return we are able to offer on your investment in us. There are many reasons to support VARDA as we work hard to continue on with the growth and success of recreational tourism in the Valemount area. Whether you are a new interest or a long-time supporter, we believe we have an option for you that meets your available resources and provides a good return on your investment.

VARDA is well known as the source for up to date information on recreation in the Valemount area. Our website received over 20,000 views last winter season alone and half of these visitors are returning again and again to visit the site. Our social media updates continue to be a very strong medium and will continue to gain strength and recognition for all involved. Our print materials are also extremely popular and have a large distribution channel. These figures relate to the huge potential we have to showcase our sponsors and allow us to partially return the support you provide to us.

Your sponsorship of VARDA is tax deductible as a marketing expense and depending on your level of participation; they include many benefits and incentives including:

- Listings and links on the VARDA website and new four-season Area Guide
- Representation and advocacy at trade shows
- Direct conditions updates
- Membership Privileges
- Cabin signage
- Video credits - Trail passes

VARDA looks at sponsorship as long term relationship with our supporters and stakeholders. We truly feel that whether you are involved in this sector or just able to support one of your favorite pastimes there is no better value for your dollar.

Thank you for your consideration.

Sincerely,



Curtis Pawliuk
General Manager
VARDA