

2017 / 2018 Sponsorship and Marketing Opportunities

Since its inception in 2004, the Valemount & Area Recreation Development Association (VARDA) has become a trusted manager, developer and promoter of outdoor recreation in the Valemount area. Valemount holds some of the best winter snowmobiling and backcountry recreation opportunities in British Columbia and VARDA strives to make Valemount one of the most sought after four season destinations in North America.

Over the last couple of years VARDA has expanded our involvement in other recreational opportunities such as the development of a very popular mountain bike trail facility known as the Valemount Bike Park. This trail system has brought an entirely new user group to our community including the social and economic benefits that come along with them.

VARDA is looked at as the information source for summer motorized recreation as well. Valemount recently took a silver medal in Riderswest Magazine's Rider Choice Awards for "Favorite overall ATVing area in BC". Valemount's popularity is growing and VARDA continues to be the source for all things recreation in Valemount.

With all of this happening and a growing buzz around Valemount, the relationship between VARDA and our stakeholders is crucial. We owe a lot of our success to our sponsors. We take great pride in the level of support that we receive and in the level of return we are able to offer to you on your investment in us.

There are many reasons to support VARDA as we work hard to continue 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 great return on your investment.

Our website and social media efforts continue to be a very strong medium and will continue to gain strength and recognition for all involved. VARDA's print materials are extremely popular and have a large distribution channel. This popularity directly relates to the advertising and marketing potential we have to showcase our sponsors and their products. We believe that we provide a strong return on your investment in 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 our four-season Area Guide
- Representation and advocacy at trade shows
- Direct conditions updates via email campaign
- Membership privileges
- Snowmobile cabin and parking lot signage
- Trails passes, marketing materials and more.

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. Note, that we are only asking for confirmation of support at this time, in order to meet printing and trade show deadlines. Sponsorship payments are not required until December 15, 2017.

Thank you for your consideration.

Sincerely,



Curtis Pawliuk, General Manager