


2011/2012 Sponsorship Opportunities



After a safe and successful season in the Valemount area last year, the Valemount Area Recreation Development Association is preparing for another busy winter. Since the inception of VARDA in 04/05 we have been relying on support to grow our association and expand Valemount's Snowmobiling, ATVing and other recreational opportunities to give your customers a place to enjoy their new toys. Our newest project, the Crystal Ridge Sled Skiing Area, is sure to bring a lot of new interest to our area and we are excited to see this project finally coming through.

As with all industries, we have seen a steady cost increase over the years in the form of increased maintenance, grooming hours, mountain patrols, and now our shift to promote our summer tourism industry, all elevate the importance of the support that we receive from our sponsorship drive. The newest expense will come from recent changes to the Workers Compensation Act that will now require VARDA to operate under an extensive Avalanche Safety Plan involving constant Forecaster communication and support to simply operate our grooming program. VARDA is also a large participant in the Association of BC Snowmobile Clubs, "Buck a Head Program" which sees one dollar from every trail pass sold go to the Canadian Avalanche Center to support snowmobiler education and ensure that our users have the opportunity to receive education and training relating to safe mountain habits.

As a non-profit association, we rely on the support from our community to be as active as we are and to provide the additions and improvements that our guests require, although with new challenges we are now looking for much needed outside support from industry related businesses as well as our local businesses.

For more info on VARDA, please visit www.valemountrecdevelopment.com. For the small cost of a basic sponsorship, you can take advantage of some excellent marketing for your business. Sponsorship of VARDA has many benefits for your business besides showing your customers that you are giving back to the industry that they love so much. Sponsorships range in value, but all include your business listing in our "Who Supports You" flyer, "Valemount Sled Area Guide" Grooming Update Fax, and a listing in the Sponsorship category on our website, all of which are excellent marketing opportunities. Depending on which level you choose, there are many other added benefits, including representation at the **Edmonton and Saskatoon Snowmobile Shows**, cabin signage, website links etc.

To reach Snow Show and Printing Deadlines, all sponsorship forms and payment must be into the office by Sept 20th, 2011

Sincerely,

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