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VALEMOUNT AREA RECREATION DEVELOPMENT ASSOCIATION



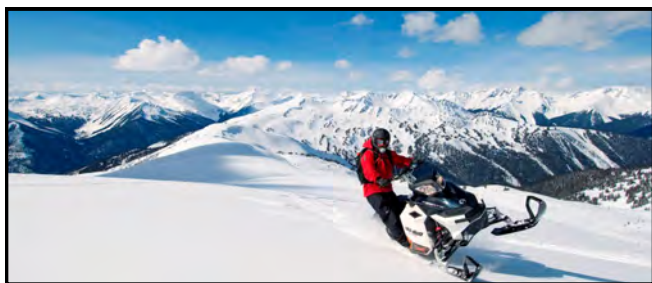
After a successful 2012/2013 season, we are back at it, planning for the upcoming year of operations in our winter wonderland. First off, we want to sincerely thank all of last year's participating sponsors and supporters. The support we receive from all of you is integral to ensuring a successful year of operations. Secondly, we want to offer a welcome to any new individuals or businesses who may be receiving this mail-out for the first time. VARDA has had a long history of support from our local businesses and we are extremely thankful for the growth we are seeing from businesses in and outside of the local area. It's a great feeling to know that the work we are doing is appreciated, supported and far reaching.

Valemount is quickly becoming the sought after destination for year around adventures and VARDA relies on support from our great sponsors to grow our association and expand Valemount's snowmobiling, ATVing and other recreational opportunities. We are pleased to say that the first season of operations our newest project, the Crystal Ridge Sled Skiing Area was a huge success and we will be expanding the facility by adding two more runs and a grooming program for the upcoming season. Our Facebook followers are growing rapidly and our new website, [ridevalemount.com](http://ridevalemount.com) has received great praise from its users. The new website is extremely user friendly, well laid out and better showcases our sponsors and other important information.

Sponsorship of VARDA has many benefits and range in value, but all levels include your business listing in our Valemount Sled Area Guide, grooming update emails, a listing in the Sponsorship category on our website, and new this year, all sponsors will be listing in the new Summer ATV guide being printed next spring. All of these are excellent marketing opportunities. We will be making a small change this season by placing the information historically found in the "Who Supports You" flyer directly inside of our area guide. This will ensure that when a guest takes a copy of the popular area guide, they are automatically getting the information that was previously found in the other flyer. For the small cost of a basic sponsorship, you can take advantage of some excellent marketing opportunities and advocacy for your business. Depending on which sponsorship level you choose, there are many other added benefits, including representation at the Edmonton and Saskatoon Snowmobile Shows, cabin signage, website links, brochures, trail passes etc.

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 sponsors to be as proactive as we are in providing the additions and improvements to our recreational experiences that our visitors demand.

Please see the included sign up sheet for more information and do not hesitate to contact me directly at 250-566-4817 or email [varda@valemount.ca](mailto:varda@valemount.ca) for further inquires or information.



Thank you for your consideration and support!

Sincerely,

Curtis Pawliuk  
General Manager

**To meet printing and trade show deadlines, sponsorship commitments must be received by September 6, 2013. Payments will not be due until December 15, 2013.**