

SledBlueRiver

Sponsorship Package

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A high-angle, top-down photograph of a snow-covered mountain trail. In the lower center, a snowcat (a tracked vehicle) is visible, with a rider wearing a green jacket and a helmet. The snowcat is moving up the trail, leaving a fresh track. The surrounding landscape is a vast, snow-covered mountain slope with patches of exposed brown rock. The lighting is bright, suggesting a sunny day. A decorative horizontal bar with a gradient from orange to dark blue is positioned above the text.

Here we go!

The 2023-2024 season will be here soon and the SledBlueRiver (SBR) crew has started planning to ensure our ridership has the best Blue River experience possible. As always, our season begins with our sponsorship drive. SBR relies on sponsorship from organizations and individuals to ensure we have the necessary funds to keep our trails in top condition.



What are we working on?

- An ever increasing Social Media presence
- Improved communication with industry (e.g. Logging)
- Central Parking for zones accessed from town
- Government and Industry Grants to further improve our infrastructure
- Safety Cashes



Did you know?

- We have 9 zones
- Some of the best grooming in the province
- Enthusiastic and devoted ridership with over 8000 rider visits per season
- An insane average snowfall each year
- A dedicated team working hard to ensure the best backcountry sledding experience possible

WHO ARE WE?

SBR is a Not-For-Profit Society responsible for providing safe, environmentally considerate, community minded and fiscally sustainable snowmobiling in Blue River and its surrounding areas.

Outdoor recreation is vital to the Blue River economy. As such, when you work with SBR you are not only demonstrating your commitment to SBR and the snowmobiling industry but also playing a key role in the development and future sustainability of Blue River. Our entire community knows this and works hard to ensure our riders and your customers have the best experience Blue River can offer.

CONTRIBUTION REQUEST

Each year we reach out to various businesses and organizations seeking funds to support this industry in the Blue River area. While we are not a large organization, costs for human resources, website maintenance, trail grooming, safety and environmental stewardship initiatives can be extensive. Trail fees are dictated by the provincial government and set to reflect a basic cost recovery. As such, we look to further improve our operations and explore new recreation initiatives through the support of local businesses and other stakeholders interested in the success of the industry.

RECOGNITION

Not only is your sponsorship tax deductible as a marketing expense, it will also provide you access to an increasing membership population, a growing number of daily users (over 8000/year, on average), a popular information website and a strong and growing social media presence.

Depending on the funding level you choose, our program allows for an escalating recognition potential. The higher levels are featured on our sponsorship boards at each of our 3 trailheads as well as prominently placed on our popular website and printed materials.

The details of each level are outlined below. While the program is structured, we do remain flexible and supportive to all our sponsors and will work with each one individually to ensure that you recognize the value in the support of our organization.



2023-2024 PACKAGE SUMMARY

GENERAL Sponsorship: *Under \$250*

- A listing on our Sponsorship/Donations webpage

TRAILHEAD Sponsorship: *\$250+*

- A listing on our Sponsorship/Donation webpage with business information, description and link to your business website (business description to be provided by you, the sponsor)
- General advocacy from the SBR Board and its employees

MEADOW Sponsorship: *\$500+*

- All the benefits of a Trailhead Sponsor
- 2 complimentary day passes for our riding areas
- Logo placement/link on our conditions update (1/year)
- Logo placement/link on our social media accounts (1/year)
- 1 sponsorship bonus item (item may vary from year to year)

TREELINE Sponsorship: *\$1000+*

- All the benefits of a Meadow Sponsor
- An additional 2 complimentary day pass for our riding areas (4 total)
- 1 individual BRPPS Season's Pass
- Logo placement/link on our conditions update (2/year)
- Logo placement/link on our social media accounts (2/year)
- Company logo on our sponsorship board at each of our 3 riding areas
- 25% off additional BRPPS swag you wish to purchase

ALPINE Sponsorship: *\$3000+*

- All the benefits of a Treeline Sponsor
- An additional 1 complimentary day pass for our riding areas (5 total)
- An additional 1 individual BRPPS Season's Pass (2 total)
- 1 BRPPS Corporate Season's Pass (can be used by anyone)

GLACIER Sponsorship: *\$5000+*

- All the benefits of an Alpine Sponsor
- An additional 3 complimentary day pass for our riding areas (8 total)
- An additional 1 individual BRPPS Season's Pass (3 total)
- Logo and link to your website on each of our BRPPS webpages