



FERNIE SNOWMOBILE ASSOCIATION

# PARTNERSHIP PROGRAM

2023/2024

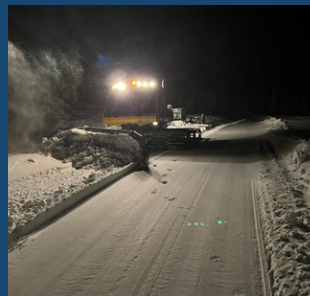


## OUR IMPACT

# \$11.6 M

ANNUAL ECONOMIC OUTPUT IN FERNIE

FERNIE: LEADING THE WAY IN SUSTAINABLE SNOWMOBILE TOURISM



## JOIN OUR JOURNEY

Snowmobiling is an important economic driver for Fernie, BC. It provides diverse revenue streams and vibrant outdoor activities that enrich the lives of both local residents and visitors.

Our community has worked hard to put Fernie on the map as one of BC's top snowmobile destinations. With trail dollars and support from businesses like you, we have worked together to generate nearly \$1m in public recreation infrastructure for our community making it an attractive place to live, work, and play.



SCAN TO DISCOVER THE INSPIRING STORY



## FUELING GOOD: WE CAN'T DO IT ALONE

The FSA is a not-for-profit society dedicated to providing exceptional winter trails and fostering safe and responsible backcountry recreation. We are proud to offer one of the largest and most respected trail programs in BC that includes over 5000km of grooming each winter across 5 managed recreation areas. In addition, we organize family-friendly events and initiatives that promote a sense of community and outdoor enjoyment.

However, we cannot achieve our goals alone. As a corporate partner, you can play a pivotal role in funding vital trail maintenance, equipment repairs, and educational programs. By teaming up with us, your company will have the opportunity to elevate your brand's exposure, engage with our passionate community, and experience the satisfaction of supporting a thrilling outdoor activity cherished by residents and visitors alike!

### ABOUT THE FSA

**15,000**  
TRAIL USERS / YR

**75 FTE JOBS**  
CREATED LOCALLY

### WE PROVIDE

- 6 Night / week trail grooming
- 5 Recreation areas
- 3 Day use warming shelters
- 4 Large staging areas
- Trail signage
- One of the largest Avalanche Awareness Days Events in BC

#### PARTNERSHIP LEVEL RECOGNITION

##### COMPLIMENTARY TRAIL PASSES

ANNUAL MEMBERSHIPS

4

2

1

1

##### YOUR BUSINESS LOGO

TRAILHEAD SIGNAGE



WEBSITE (LOGO & LISTING)



FSA E-NEWSLETTER



##### FEATURED AD CAMPAIGNS

FSA E-NEWSLETTER FEATURE



AD IN GROOMING REPORT

6XMONTH

4XMONTH

2XMONTH

1XYEAR

##### SOCIAL MEDIA

FEATURED POST OR STORY

4XMONTH

2XMONTH

1XMONTH

1XYEAR

**GOLD**  
\$5000

**SILVER**  
\$2500

**BRONZE**  
\$1000

**FRIEND**  
\$500

DON'T SEE IT HERE? ASK US... WE LOVE NEW IDEAS.



CONTACT: [INFO@FERNIESNOWMOBILE.COM](mailto:INFO@FERNIESNOWMOBILE.COM)



# EVENTS CALENDAR



## 23-24 EVENTS

- Sept 23** Firewood WorkB & Film Night
- Oct 13-15** AB Sled Show
- Dec 30** Bob Arnott Memorial Ride
- Jan 20** Avy Awareness & Sled Demo Day
- Feb 17** Vintage Poker Ride
- March 16** Spring Family Ride

## WEAVING US TOGETHER

Ignite the power of partnership with the Fernie Snowmobile Association! Prepare for unforgettable outdoor experiences as we unveil our 23/24 events calendar.

As a corporate partner, you can fuel the excitement by becoming a title partner, contributing materials in kind, or hosting a club ride. Your involvement will leave a lasting impact on our community, while boosting your brand's exposure. Join us in fostering safe and exhilarating outdoor recreation, and let's weave our efforts together!



### AB SLED SHOW

Fund our booth space at the Alberta Sled Show and help us promote Fernie as a premier winter riding destination with your corporate support.



### FAMILY RIDES

Support our Family Rides and WorkB days. Your support covers event expenses, ensuring we can provide food for volunteers and participants.



### POKER RIDE

Join our biggest Vintage Poker Ride yet! Support us with prizes, volunteers for checkpoints, or fund bonus trail grooming to make it unforgettable!