

WINTER 2022-2023

WWW.BCSF.ORG

PARTNERSHIP OPPORTUNITIES



BRITISH COLUMBIA SNOWMOBILE FEDERATION

CORPORATE PARTNER AND ADVERTISING OPPORTUNITIES
DEADLINE TO SUBMIT: AUGUST 1, 2022

Contact: nmatei@bcsf.org

ABOUT US

THE BC SNOWMOBILE FEDERATION

The British Columbia Snowmobile Federation (BCSF) is a volunteer-led not for profit federation that provides a unified voice for all snowmobilers in the Province of British Columbia. We do this by leading efforts to establish and protect trails, working to develop responsible riders, modeling environmental stewardship, and creating strategic partnerships to grow our sport in a sustainable manner.

The BCSF represents 59 snowmobile clubs, 9,000 members and 43,000 riders in BC. With a current economic benefit of \$299 million dollars, we are looking to partner with clubs, communities, businesses, governments and other sectors to grow our contribution to rural BC economies in the winter months.

WHAT WE DO

- Membership & Club Support
- Environmental Stewardship
- Tourism & Marketing
- Safety Programs
- Land Access
- Events & Fundraising

WE ARE THE UNIFIED VOICE FOR
BC SNOWMOBILERS AND ORGANIZED SLEDDING



IMPACTS OF SNOWMOBILING IN BC

 **\$299.9m**
Provincial Economic Output / Year

 **4,272**
Jobs Supported Between
Dec - Mar

 **18,000km**
Public Recreation Trails Managed
by BC Snowmobile Clubs

 **\$11m**
Invested in Infrastructure and
Trail Maintenance Equipment

WAYS TO PARTNER



DIRECT PROGRAM FUNDING

Let us choose where your funding dollars can help BC snowmobile clubs and programs the most.

PROVIDE A DISCOUNT

Provide BCSF annual membership holders a discount on goods or services at your business.

SUPPLY A PRIZE

Donate a product or service to be used as a giveaway for one of our campaigns:

- Braap'n'Snaap Photo Contest
- Early Membership Renewal
- BC Snowmobile Trail Clean Up Day
- Volunteer Recognition Program
- Trade Shows, AGM, & Awards

OUR REACH (ANNUAL)

- Email distribution to 25,000 sledders with a 53% open rate, 13% CTR on enews and eblasts
- Over 7300 followers with 17% post reach
- 12,000 pageviews for BCSF member benefits ad page with 170 homepage banner ad clicks



SUPPORT CLUBS AT WORK

Contribute materials or discounts on goods, services, tools, and/or equipment to clubs province wide.

RECOGNITION

**PARTNERS
MAKE OUR
WORK
POSSIBLE**

The BCSF could not do what we do alone. When you choose to support snowmobiling in BC you are contributing to employment in rural communities, vibrant winter recreation opportunities, public safety programs, environmental stewardship, and one of BC's key driver's of economic success - tourism and recreation. Your support matters!

PARTNERSHIP LEVEL RECOGNITION

MEMBERSHIP WELCOME FLYER

Ad in member welcome flyer

Benefit listing on webpage

BCSF E-NEWSLETTER (8 issues)

Logo in BCSF e-newsletter

1 Recognized partner feature

TARGETED EMAIL CAMPAIGNS

1 E-Blast to members

BCSF WEBSITE

Leaderboard ad

Sidebar button ad

Logo in homepage carousel

SOCIAL MEDIA

Feature post on BCSF channels

GOLD
\$5000

LARGE



LARGE



SILVER
\$2500

MEDIUM



MEDIUM



BRONZE
\$1000

LOGO



SMALL



FRIEND
\$500

LISTING



LISTING



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

**LET'S CHAT
FURTHER!**

Click [HERE](#) for application form
or email nmatei@bcsf.org

