



# Sponsorship Guide 2023-2024



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# Who We Are

The Alberta Snowmobile Association (ASA), founded in 1971, is a non-profit volunteer organization representing volunteer clubs, which operate, maintain and promote Alberta's snowmobile trail network, including the border to border Trans Canadian Snowmobile Trail.

Since its inception, the Alberta Snowmobile Association (ASA) has been operated by volunteers. The Association has required office staffing since 1981. The associated clubs were, and continue to be, formed from a volunteer resource base, with the assistance of the ASA. The clubs then, in consultation with the ASA, take care of business with regards to the trails in their communities. This model is still highly valued and effective, particularly at the grassroots level.

The model for snowmobiling organizations in Alberta has been based on volunteerism. The Board of Directors for the ASA is made up of volunteers. Volunteers who form and run the clubs also give their time to the development and maintenance of trails. The clubs also answer to the safety concerns in their community. These volunteers have done a remarkable job. Alberta has over 6,500 kilometers of trails. This speaks of an enormous amount of serious hard work and dedication on the part of the ASA Club volunteers.

The ASA is committed to promoting safe, responsible snowmobiling in Alberta by continuously improving safety standards and delivering safety programs through proactive leadership, stakeholder partnerships, public education, driver training and trail enhancement.

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# Social Media Following & Audience

- There were 5700+ members of the ASA for the 2022-23 Season
- We see consistent growth across all SM platforms
- 10 ASA Ambassadors
- The ASA also owns and maintains the largest snowmobile & ATV show in Western Canada
- 15-18,000 people attend the show each year

Instagram

1317 Followers

Facebook

4700+ Followers

Twitter

1936 Followers

E-Newster

8271 Subscribers



@altasnowmobile



# Sponsorship Opportunities

## Sponsorship Levels

### Gold \$5000+

- Ad space on Snowmobile Trail Guide (printed and digital versions)
- 100 Snowmobile Trail Maps for distribution
- Ad space in ASA Calendar & Business Info in Directory
- Name Recognition in "The Alberta Snowmobiler"
- 12 month banner exposure & link on ASA website
- Complimentary 10 x 10 booth at ASA trade show
- Two complimentary tickets to the ASA Banquet held in October
- Ad space in fall ASA Mail Out
- \*New\* Ad space in ASA produced magazine publication, printed yearly for trade show
- \*New\* Ad space on About Us Pamphlet
- \*New\* Logo displayed on membership purchase webpage

### Gold Package starts at \$5000

### Silver \$2000+

- Ad space on Trail Guide
- 12 month banner exposure & link on ASA website
- 100 maps for distribution
- Two complimentary tickets to the ASA Banquet held in October
- Name recognition in "The Alberta Snowmobiler"
- \*New\* Ad space in ASA produced magazine

### Silver Package starts at \$2000

### Bronze \$500+

- Ad space on Trail Maps
- Name Recognition in one issue of "The Alberta Snowmobiler"

### Bronze Package starts at \$500

### Sponsorship Breakdown

- ASA Snowmobile Calendar – This calendar is designed in house with photo submissions from snowmobilers across Alberta. It features a club and business directory along with snowmobile related events.
- Trail map – 15,000 copies of the Alberta Snowmobile Trail Map are distributed each fall. They go to the ASA Members, member retail outlets, tourism and visitor centres.
- "The Alberta Snowmobiler" – emailed monthly to 8,000 members. We use this to inform our membership of new programs, benefits and current news/events.
- ASA Membership Mail Out – mailed directly to homes of over 8,500 current and past members in database each September. This is a chance to inform our members of new benefits and call for them to renew their membership. Magazine published once a year, distributed at show, tourism & visitor centres.

### Platinum Packages available upon request.



# Sponsorship Agreement

This Agreement is made on \_\_\_\_\_, \_\_\_\_\_ between  
(date, year)

\_\_\_\_\_  
(SPONSOR NAME)

and

Alberta Snowmobile Association, valid for one year

SPONSOR has agreed to a  
\_\_\_\_\_ Level

Sponsorship Package, valued at \$\_\_\_\_\_,  
payable by \_\_\_\_\_ on \_\_\_\_\_, \_\_\_\_\_

The ASA will provide

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Special considerations

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signed: \_\_\_\_\_

Print Name: \_\_\_\_\_

Company: \_\_\_\_\_

Date: \_\_\_\_\_

Signed: \_\_\_\_\_

Print Name: \_\_\_\_\_

Alberta Snowmobile Association

Date: \_\_\_\_\_

# Contact Us



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**GO  
SNOWMOBILING!**  
*AlbertaSnowmobile.ca*



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