

# EDMONTON ski club

EST. 1911



**2023/24 SPONSORSHIP  
PACKAGE**

# IN OPERATION SINCE 1911

*Rooted in history.  
Building a sustainable future.*

Since 1911, the Edmonton Ski Club has been Edmonton's premier destination for affordable, accessible outdoor recreation. Home to Edmontonians and Olympic athletes alike, the Edmonton Ski Club is a gem located in the heart of Edmonton's River Valley with an iconic view of the city skyline.

Our community-focused organization provides a welcoming environment for guests of all ages, abilities, and backgrounds. We are committed to promoting sustainability and empowering all Edmontonians with the opportunity to participate in outdoor recreation.

**The Edmonton Ski Club offers a wide variety of opportunities and programming to the public:**

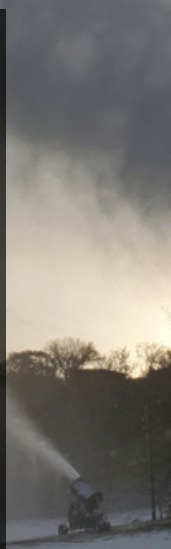
- Recreational skiing and snowboarding
- Club programs
- Affordable, accessible learning opportunities
- Ice climbing
- Tubing
- Summer mountain bike and hiking programs
- Volunteer opportunities

# MOVING TOWARDS THE FUTURE



Rooted in over a century of history, the Edmonton Ski Club celebrates its deep connections with the community as it continues to promote sustainability in its programming, community, and organization.

We are future-focused!



- We promote stewardship of nature in our kids' summer camps
- We provide a welcoming environment for communities traditionally excluded from winter sports
- We form strategic community partnerships, expanding mutual networks and developing new markets
- We are the most economical option for skiing and snowboarding in Edmonton

## From winter activities...



A photograph showing two mountain bikers in a grassy field. One biker is in the foreground, wearing a green helmet and a purple backpack, sitting on a red mountain bike. Another biker is in the background, also on a mountain bike. In the distance, a city skyline is visible under a blue sky with some clouds.

...to summer programs, the  
Edmonton Ski Club is the River  
Valley's recreation destination.

# SUPPORTING THROUGH SPONSORSHIP

By providing affordable programming and a welcoming environment for guests year-round, we've seen the positive effects of increasing accessibility. When our guests feel safe and welcomed, they have the confidence to build bigger webs of community on our slopes and beyond.

As a non-profit organization, the Edmonton Ski Club recognizes that we are a critical part of this network of communities. By partnering with us, your company will be embedded in our network and markets as an active community supporter---and support our mission to be the community hub for engagement with Edmonton's vibrant nature.

Through the promotional opportunities offered by our different sponsorship packages, we are ready to highlight your company to our guests in meaningful ways. We offer passive, active, and interactive advertising opportunities, invitations to our events, and more, ensuring that your company and brand gets our guests' attention.

An overview of the different sponsorship packages follows on the next pages. For more information on sponsoring the Edmonton Ski Club, please contact [gm@edmontonskiclub.com](mailto:gm@edmontonskiclub.com). Additional details are available in our 2022-23 Sponsorship Package.



# Double Black Diamond

*Sponsorship*

# \$20,000

## Benefit Highlights

### *Skiing, Snowboarding, Tubing*

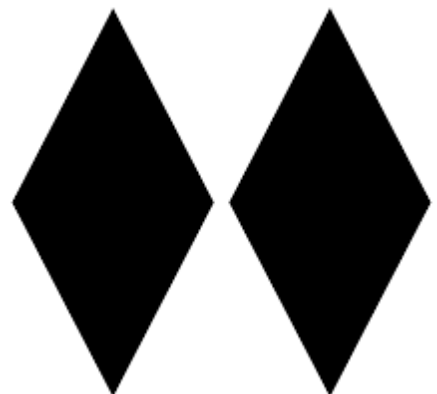
- An allotment of Season Passes, Lift Passes, and Rental Packages\*

### *Advertising and Media*

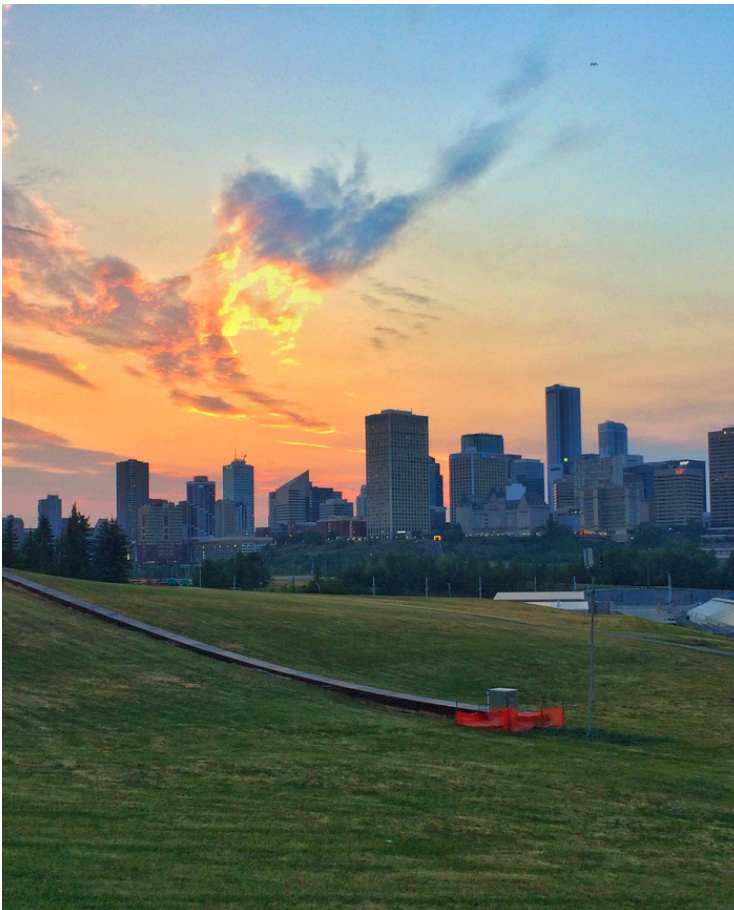
- Sole title sponsor ability of relevant items to sponsor area
- Your business will be featured through direct mentions and hashtags on our social media
- Advertise in monthly newsletter
- Distribute promotional items at the hill
- A link on the Edmonton Ski Club website to your information

### *Events*

- Invited to all events as an exhibitor and/or guest
- Opportunity to address audience



\*For more information on the allotment quantities, please see the Sponsorship Benefits Overview



# **Black Diamond**

*Sponsorship*

**\$12,500**

## Benefit Highlights

### *Skiing, Snowboarding, Tubing*

- An allotment of Season Passes, Lift Passes and Rental Packages\*

### *Advertising and Media*

- Your business will be featured through direct mentions and hashtags on our social media
- Advertise in monthly newsletter
- Distribute promotional items at the hill
- A link on the Edmonton Ski Club website to your information

### *Events*

- Invited to all events as an exhibitor and/or guest



\*For more information on the allotment quantities, please see the Sponsorship Benefits Overview



# Blue Square

*Sponsorship*

**\$7500**

## Benefit Highlights

### *Skiing, Snowboarding, Tubing*

- An allotment of Season Passes, Lift Passes and Rental Packages\*

### *Advertising and Media*

- Your business will be featured through direct mentions and hashtags on our social media
- A link on the Edmonton Ski Club website to your information
- Distribute promotional items at the hill

### *Events*

- Invited to all events as an exhibitor and/or guest



\*For more information on the allotment quantities, please see the Sponsorship Benefits Overview



# Green Circle

*Sponsorship*

**\$5000**

## Benefit Highlights

### *Skiing, Snowboarding, Tubing*

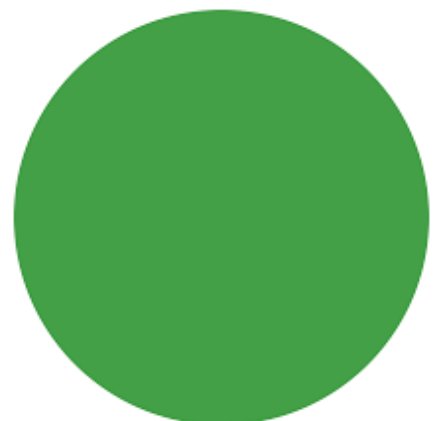
- An allotment of Lift Passes and Rental Packages\*

### *Advertising and Media*

- A link on the Edmonton Ski Club website to your information
- Distribute promotional items at the hill

### *Events*

- Invited to all events as an exhibitor and/or guest



\*For more information on the allotment quantities, please see the Sponsorship Benefits Overview





# **Bunny Hill**

*Sponsorship*

## Benefit Highlights

### *Skiing, Snowboarding, Tubing*

- Access to \$5 Lift Passes for skiing and snowboarding, or the Tube Park
- Access to \$5 Rental Packages

### *Advertising and Media*

- A link on the Edmonton Ski Club website to your information

### *Events*

- Invited to all events as an exhibitor and/or guest



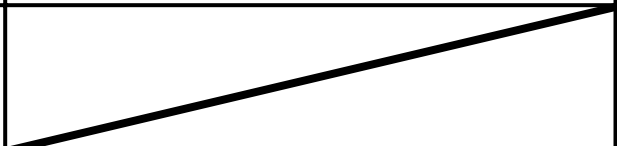


**\$1250**



# ***Sponsorship Benefits Overview***

Benefits/ Sponsorship Tier			
Season passes, lift passes, rental packages	<ul style="list-style-type: none"> <li>• 10 Season Passes</li> <li>• 50 Lift Passes</li> <li>• 50 Rental Packages</li> </ul>	<ul style="list-style-type: none"> <li>• 5 Season Passes</li> <li>• 25 Lift Passes</li> <li>• 25 Rental Packages</li> </ul>	<ul style="list-style-type: none"> <li>• 2 Season Passes</li> <li>• 15 Lift Passes</li> <li>• 15 Rental Packages</li> </ul>
Logo and/or name placement options	<ul style="list-style-type: none"> <li>• The Edmonton Ski Club website with a link to your desired information</li> <li>• All relevant communications and signage with a direct reference to you</li> <li>• Sole title sponsor ability of relevant items in sponsor area</li> <li>• Listing with your sponsorship level in all reports</li> </ul>	<ul style="list-style-type: none"> <li>• The Edmonton Ski Club website with a link to your desired information</li> <li>• All relevant communications and signage with a direct reference to you</li> <li>• Listing with your sponsorship level in all reports</li> </ul>	<ul style="list-style-type: none"> <li>• The Edmonton Ski Club website with a link to your desired information</li> <li>• All relevant communications and signage with a direct reference to you</li> <li>• Some relevant items to activities supported</li> <li>• Listing with your sponsorship level in all reports</li> </ul>
Advertising options	<ul style="list-style-type: none"> <li>• Advertise in monthly newsletter</li> <li>• Distribute promotional items at the hill</li> <li>• Direct mentions and hashtags on our social media</li> </ul>	<ul style="list-style-type: none"> <li>• Advertise in monthly newsletter</li> <li>• Distribute promotional items at the hill</li> <li>• Direct mentions and hashtags on our social media</li> </ul>	<ul style="list-style-type: none"> <li>• Distribute promotional items at the hill</li> <li>• Direct mentions and hashtags on our social media</li> </ul>
Event opportunities	<ul style="list-style-type: none"> <li>• Invited to attend all events as an exhibitor and/or guest</li> <li>• Post banners</li> <li>• Gain verbal recognition</li> <li>• Address audience</li> </ul>	<ul style="list-style-type: none"> <li>• Invited to attend all events as an exhibitor and/or guest</li> <li>• Post banners</li> <li>• Gain verbal recognition</li> </ul>	<ul style="list-style-type: none"> <li>• Invited to attend all events as an exhibitor and/or guest</li> <li>• Post banners</li> <li>• Gain verbal recognition</li> </ul>

Benefits/ Sponsorship Tier		
Season passes, lift passes, rental packages	<ul style="list-style-type: none"> <li>• 10 Lift Passes</li> <li>• 10 Rental Packages</li> </ul>	<ul style="list-style-type: none"> <li>• Access to \$5 Lift Passes</li> <li>• Access to \$5 Rental Packages</li> </ul>
Logo and/or name placement options	<ul style="list-style-type: none"> <li>• The Edmonton Ski Club website with a link to your desired information</li> <li>• All relevant communications and signage with a direct reference to you</li> <li>• Listing with your sponsorship level in all reports</li> </ul>	<ul style="list-style-type: none"> <li>• The Edmonton Ski Club website with a link to your desired information</li> <li>• All relevant communications and signage with a direct reference to you</li> <li>• Listing with your sponsorship level in all reports</li> </ul>
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# **Questions? Don't hesitate to contact us!**

**Zoe Sloan, General Manager**

Edmonton Ski Club  
780-465-0852 (office) | 780-974-2954 (cell)  
gm@edmontonskiclub.com

**Check out our social media!**



[EdmontonSkiClub](https://www.facebook.com/EdmontonSkiClub)



[edmontonskiclub](https://www.instagram.com/edmontonskiclub)



[@edmontonskiclub](https://twitter.com/@edmontonskiclub)