



SPONSORSHIP OPPORTUNITIES

2014/2015

SPONSOR BENEFITS AND EXPOSURE

FRIENDS OF MOUNT SIMA SOCIETY ARE EXCITED ABOUT MAINTAINING THE MOMENTUM AND COMMUNITY SUPPORT FROM LAST SEASON TO ENSURE THAT OUR HILL CONTINUES TO BE SUCCESSFUL.

In 2014 the hill experienced growth like never before. Our sponsors played an important role in the season's success. Some facts and figures to consider:

- ▶ Mount Sima sold 921 season passes and 9,173 day tickets last season
- ▶ Over the 68 day season there were over 21,000 skier visits, with an average of 318 skier visits per day
- ▶ 820 people participated in ski or snowboard lessons
- ▶ 11% of Whitehorse residents used the hill

As well, Yukon athletes from the three winter user-groups reached new competitive heights. Alpine Yukon, Yukon Freestyle Ski Association and Snowboard Yukon athletes took the skills learned on the hill to competitions throughout North America and returned with a mitt full of medals. Gold and

silver medals at the Junior National Slopestyle Championships, gold and bronze medals in the Big Air competition. Additionally, Alpine Yukon skiers won no less than six gold, silver and bronze medals while Snowboard Yukon earned upwards of twenty medals; Sima is producing champions. Sponsor support for snow making, grooming and upgrades to the terrain park were integral to this success.

What does sponsorship of Mount Sima get you?

- ▶ High advertising engagement from audience: captive attention for 9-minute lift ride via chair signage
- ▶ Repetitive engagement: tower signage will be visible with every ride up and down the hill
- ▶ Sponsorship perks such as day passes, corporate season passes and invitations to the annual President's Reception

- ▶ Recognition and acknowledgement on the Mount Sima website and as many thank yous as we can work in over the season
- ▶ Public acknowledgement of your support for this important community winter recreation facility

What does your sponsorship give us?

- ▶ It helps cover the costs of operating the hill – making snow (\$10/m³), running the chairlift (\$200/hr), grooming the hill (\$500-700/run) and paying our dedicated staff
- ▶ Construction, improvement and maintenance of hill features including the terrain park for all level of users, the lodge and general runs
- ▶ Getting skiers and boarders on the hill earlier thanks to snowmaking
- ▶ The ability to develop first rate training facilities for development of young and elite athletes

What does your sponsorship give the community?

- ▶ Increases quality of life and enhances workforce recruitment and retention
- ▶ Support for athlete development and opportunity to build commitment to sport for life
- ▶ A facility capable of hosting national and international ski and snowboard events such as the Canada Winter Games (2007) and the Arctic Winter Games (2012)
- ▶ Safe, healthy and positive recreation facility for families, seniors, youth at risk and everyone in between
- ▶ A winter attraction to support bringing tourism dollars into the Yukon economy

There are a number of levels for you to participate as a sponsor – we are happy to find the one that is right for you!

SPONSORSHIP LEVELS

\$1,000 TO \$15,000+

Rights and Benefits	Sima Friend \$1,000 – \$2,499	Sima Supporter \$2,500 – \$4,999	Sima Champion \$5,000 – \$9,999	Sima Partner \$10,000 – \$14,999	Sima Community Leader \$15,000 +
Chair Signage	1	1	1	1	1
Invitation to President's Reception	2	2	4	8	10
Recognition on Composite Sign	✓	✓	LOGO	LOGO	LOGO
Recognition on Website	✓	✓	LOGO	LOGO	LOGO & PROFILE
Recognition in Thank You Ad	✓	✓	LOGO	LOGO	LOGO
Recognition on Social Media			✓	✓	✓
Tower Signage*		1	1	1	1
Corporate Season Pass		1	2	3	4
Exclusive Signage on One Run*				✓	✓
Day Passes	2	4	8	10	12

* The number of Tower Signs and Runs are limited; preference will be given to past sponsors.



**THANK YOU FOR
YOUR SUPPORT**





Yes, I would like to support Friends of Mount Sima Society with the following contribution:

Choose your sponsorship package

- Sima Community Leader: \$15,000
- Sima Partner: \$10,000
- Sima Champion: \$5,000
- Sima Supporter: \$2,500
- Sima Friend: \$1,000

For contributions in the Sima Partner and Sima Community Leader level, please contact Friends of Mount Sima Society directly to discuss the package options and arrange payments.

Contact Information

Contact Person _____

Business Name _____

Mailing Address _____

Phone _____

Email _____

Payment Details

Please Invoice _____

Credit Card (*Visa or Mastercard*) _____

Credit Card Number _____

Expiry Date _____
Month/Year

Name on Card _____

Signature _____

Please return completed form to:

Friends of Mount Sima Society
770 Sima Road
Whitehorse, Yukon
Y1A 0A8

Or drop off form at
Sport Yukon, 4061 4th Avenue, Whitehorse

Or at
Mount Sima, 770 Sima Road, Whitehorse

For more information or to discuss your contribution with a Friends of Mt Sima representative please contact

Rod D'Abramo
Friends of Mount Sima Society
Tel: (867) 335-0695
Email: roduney@hotmail.com



mountsima.com