



# SPONSORSHIP OPPORTUNITIES

# SPONSORSHIP BENEFITS AND EXPOSURE

THE FRIENDS OF MOUNT SIMA SOCIETY IS EXCITED ABOUT OUR PROGRESS AND POSSIBILITIES. TO MAINTAIN OUR MOMENTUM, WE ARE CONSTANTLY STRIVING FOR EVEN GREATER GOALS. BY DEVELOPING STRONGER PARTNERSHIPS AND BUILDING UPON COMMUNITY SUPPORT, WE WILL BE ABLE TO ENSURE THAT OUR OPERATION IS CONTINUOUSLY IMPROVING AND THAT OUR HILL CONTINUES TO BE SUCCESSFUL.

**The 2020/2021 season was one for the books at Mount Sima! Our team worked hard to deliver a spectacular season despite unprecedented challenges. We had a record-breaking year with more natural snowfall than average, a real bonus for our 1,902 season pass holders. Our sponsors played a key role in the season's success and we'd like to share some facts and figures from the last season.**

- ▶ Announcement that electrification of snow-making and lights will occur over summer of 2022
- ▶ Increased number of snow school participants
- ▶ Continued increase in food and beverage sales
- ▶ Over 1,900 season passes sold
- ▶ Day pass sales up by 20% due to more people seeing advertising

We are fortunate to have a number of partners in the business community and government who continue to support Mount Sima, which ultimately adds value to our users and our community. Continuing upgrades

to the snow-making system allowed us to make more snow, more efficiently, which meant a longer season.

The purchase of a BisonX groomer continues to help us build top-notch features in the terrain park and keep the ski runs groomed to perfection.

Our snow school participation grew again, and included programming for Christmas and spring break camps, school groups, community groups, private lessons, and various group lessons including women for women, advanced adult and child groups. We also continue to support the development of Yukon Athletes working with Alpine Yukon, Yukon Freestyle Ski Association and Snowboard Yukon.

Sponsor support for snow-making, grooming, upgrades to the terrain park, and other operational requirements are integral to the success of Mount Sima and that success reflects positively back on our sponsors. For 2021–2022, we continue to invest not just in robust infrastructure, but also the professional development of our employees to guarantee growth and success, year after year.

## **What does sponsoring Mount Sima do for you?**

- ▶ High advertising engagement from audience: captive attention for nine-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 and corporate season passes
- ▶ Recognition and acknowledgment on the Mount Sima website and as many thank you messages as we can work in over the season
- ▶ Public acknowledgment of your support for this important community winter recreation facility

## **What does your sponsorship do for Mount Sima?**

- ▶ Helps cover the costs of operating the hill – making snow, running the chairlift, grooming the hill and paying our dedicated staff
- ▶ Assists with the development, improvement, and maintenance of hill features, including the terrain park for all levels of users, as well as much needed lodge and IT upgrades

- ▶ Getting skiers and boarders on the hill earlier thanks to snow-making
- ▶ The ability to develop first-rate training facilities for development of young and elite athletes

## **What does your sponsorship do for the community?**

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

There are a number of options for you to support Mount Sima as a sponsor—we would be happy to help you find the option that is right for you!

# SPONSORSHIP LEVELS

## \$1,000 – \$15,000+

<b>Rights and Benefits</b>	<b>Sima Friend \$1,000 – \$2,499</b>	<b>Sima Supporter \$2,500 – \$4,999</b>	<b>Sima Champion \$5,000 – \$9,999</b>	<b>Sima Partner \$10,000 – \$14,999</b>	<b>Sima Community Leader \$15,000+</b>
Chair Signage	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
Recognition on Website	✓	✓	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO &amp; PROFILE</b>
Recognition in Thank-You Ad	✓	✓	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>
Recognition on Social Media	Combined social media recognition	Combined social media recognition	Unique social media recognition	Social media recognition w/ video content	Social media recognition w/ video content
Tower Signage*			<b>1</b>	<b>1</b>	<b>1</b>
Corporate Season Passes		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Day Passes	<b>2</b>	<b>4</b>	<b>8</b>	<b>10</b>	<b>12</b>
Summer Day Passes	<b>1</b>	<b>2</b>	<b>4</b>	<b>5</b>	<b>6</b>

\* The number of Tower Signs are limited; priority 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 – \$14,999
- Sima Champion: \$5,000 – \$9,999
- Sima Supporter: \$2,500 – \$4,999
- Sima Friend: \$1,000 – \$2,499

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:  
Mount Sima, 770 Sima Road, Whitehorse

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

Corporate Relations  
Friends of Mount Sima Society  
Tel: 604-902-4944  
Email: [community@mountsima.com](mailto:community@mountsima.com)





[mountsima.com](https://mountsima.com)