



**Work With Us!**



# Connecting with Snowmobilers

The Ontario Federation of Snowmobile Clubs is the official voice of organized snowmobiling in Ontario.

Permit holders look to the OFSC to deliver the most relevant information and offers for the upcoming season. With over 30,000 kms of trails, 16 districts, and 183 clubs, partnering with the OFSC maximizes your exposure to our audience of dedicated trail riders.

We'll work closely with you to establish the best package to ensure a mutually beneficial partnership.

Ways to work with us:

- Advertising
- Rider Advantage
- Volunteer Recognition
- Landowner Recognition



# Advertising



## What?

Advertise your product/service online to an engaged audience of Ontario snowmobile trail permit buyers and enthusiasts

## Where?

- Website
- eNewsletter
- Social Media

## How much?

Ask to see our Rate Card



90k+ Permit  
Buyers



18k+ Facebook  
Followers  
(2.5M FB reach; 3.2M  
impressions)



76k+ eNewsletter  
Subscribers  
(31 issues; 2M+ total reach)

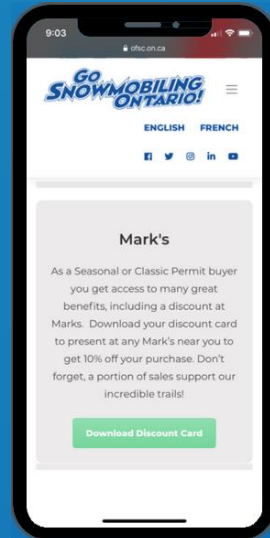
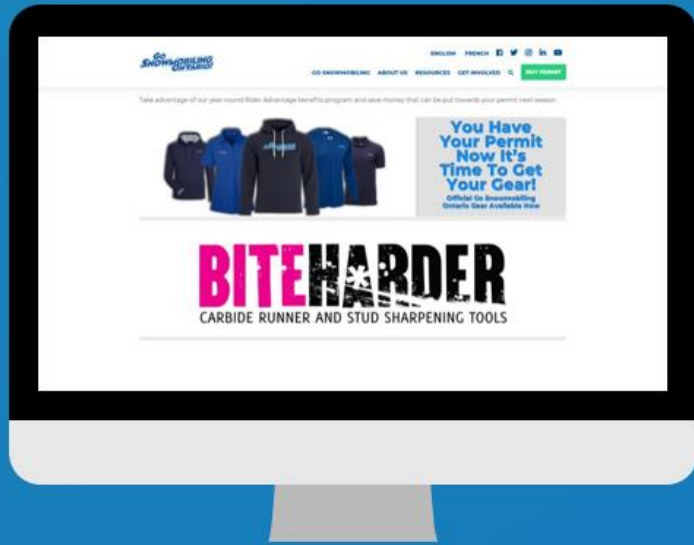


55k+ App  
Subscribers



# RIDER ADVANTAGE

MORE THAN A PERMIT!



## What?

Exclusive offers for permit buyers promoted on our website, social media, and eNewsletter

- 2.3M ofsc.on.ca page views
- 2.5M @gosnowmobilingontario FB reach; 3.2M impressions
- 76,000+ newsletter subscribers
- 31 issues of permit buyer newsletter, 2M+ total reach

## When?

Year-round opportunities, available at any time!

Take advantage of the planning season September to November  
Have an offer in-season? Have an offer December to April

## Why?

Your product, service and offer is valuable to our audience

## How much?

You determine the offer (discounts/unique offerings) to riders  
Let's talk!





Over 6,000 hard working and dedicated volunteers work tirelessly year-round to deliver more than 30,000 kilometers of snowmobile trails across the province. Their dedication and hard work make snowmobiling in Ontario a premier winter recreation activity for local residents and tourists.

Partner with us to recognize our heroes of winter!



## Who?

Volunteer of the Year, Safety Ambassador, Outstanding Promotion, Family of the Year, and Club of the Year nominated winners

- 16 district level winners and 1 provincial level winner in each category

## What?

Contribute prizes to recognize the outstanding contributions of annual award winners and receive recognition for your support

## Why?

Their tireless generosity is the foundation and future of organized snowmobiling in Ontario and up to \$3.3 billion annually in economic activity

## How Much?

Various financial and in-kind opportunities available

# Landowner Recognition



Across the province, landowners are the unsung contributors to organized snowmobiling who donate the use of a portion of their private property for snowmobile trails each winter. Their land not only provides OFSC snowmobilers with safe and legal places to ride, but also connects thousands of sections of disparate trails into an integrated, seamless trail network. In addition, private land provides connections to hundreds of rural winter communities for their recreational, social and economic well-being in our traditionally most dormant season.

## What?

Offer a product/service to a landowner to show our heartfelt gratitude for the seasonal use of their property

## Why?

Without our more than 18,000 generous landowners, trail riders could not enjoy recreational snowmobiling as we know and enjoy it today

## When?

Landowner Appreciation Week is March each year; however, we aim to offer tokens of appreciation throughout the year

## How Much?

Various financial and in-kind opportunities available



# Contact Us!



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