

2022-23 MEDIA & PARTNERSHIP KIT

Work With Us!



CONNECTING WITH SNOWMOBILERS

Ways to work with us:

Advertising

Rider Advantage

Volunteer Recognition

Landowner Appreciation

AGM/Convention

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.

There is also an opportunity to get exposure to OFSC decision makers from across the province.

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



ADVERTISING



What?

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

Where?

* Website

* Newsletter

* Social Media

How Much?

Ask to see our Rate Card



90k+ Permit
Buyers



20k+ Facebook Followers
(2.5M reach;
3.2M impressions)



90k+ Newsletter Subscribers
(31 issues;
2M+ total reach)





What?

Exclusive offers for permit buyers promoted on our website, social media & newsletter

- 2.3M ofsc.on.ca page views
- 2.5M @gosnowmobilingontario FB reach; 3.2M impressions
- 90,000+ 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 or in-season 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!

VOLUNTEER RECOGNITION

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

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 APPRECIATION

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?

A product/service or contribution to our Landowner Appreciation Fund to show 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

How Much?

Various financial and in-kind opportunities available



AGM/CONVENTION

The Ontario Federation of Snowmobile Clubs invites you to this action-packed weekend of collaboration, networking and decision making that will shape the future of organized snowmobiling in Ontario.

This is your opportunity to engage and interact with the individuals who represent organized snowmobiling across the province. These individuals are actively involved in maintaining 30,000km of trails, fostering strong relationships with over 18,000 landowners and 6,000 volunteers.

What?

Exhibiting, door prizes, swag bags, meals package, President's dinner, and more

Why?

Participating is a fantastic way to showcase your company while supporting organized snowmobiling in Ontario

When?

September 23 & 24, 2022

How Much?

Various opportunities available



CONTACT US!

Jade Cannata
Marketing & Communications Specialist
E: jcannata@ofsc.on.ca
705-739-7669 x 0

Patricia Robinson
Communications Manager
E: marketing@ofsc.on.ca

