

# 2023-24 MEDIA & PARTNER KIT

Work With Us!





# CONNECTING WITH SNOWMOBILERS

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Ways to work with us:

Advertising

Rider Advantage

Volunteer Recognition

Landowner Appreciation

AGM/Convention

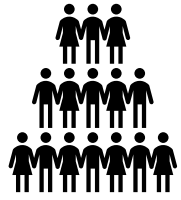
The Ontario Federation of Snowmobile Clubs is the official voice of organized snowmobiling in Ontario.

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 182 clubs, partnering with the OFSC maximizes your exposure to our audience of dedicated trail riders.

We also offer opportunities to receive 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.





90k+ Permit Buyers



22k+ Facebook Followers  
(3.5M+ impressions)



95k+ Newsletter Subscribers  
(33 issues; 2.5M+ total reach)



# ADVERTISING



## What?

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

## Where?

\* Website

\* Newsletter

\* Social Media

## How Much?

Rates vary by package and season. Contact us today to discuss how we can help support your marketing initiatives.



## What?

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

- 1.3M ofsc.on.ca page views
- 3.2M Facebook impressions
- 95,000+ newsletter subscribers
- 33 issues of permit buyer newsletter, 2.5M+ 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/or offer is valuable to our audience.

## Details

This program is designed to be beneficial to your business, permit buyers and the OFSC. Ask for more information!





# VOLUNTEER RECOGNITION

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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 makes snowmobiling in Ontario a premier winter recreation activity for local residents and tourists.

Partner with us to recognize our heroes of winter!



## Who?

- Club of the Year
- Volunteer of the Year
- Family of the Year
- Outstanding Communications
- **Outstanding Woman In Snowmobiling**
- **Outstanding Youth In Snowmobiling**



## 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

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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.

## Who?

Landowners

## 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

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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, swag items, prizes and more.

## Why?

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

## When?

September 15 & 16, 2023.

## How Much?

Various opportunities available. Ask us for more information!







# CONTACT US!

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