

Whitecourt & Woodlands Winter Recreation Park

SPONSORSHIP INFORMATION

Mission

The Winter Recreation Park will provide an affordable, fun, family experience. The terrain lends itself to be the perfect beginner hill where parents can take their children (affordably) to learn how to ski/board. Skiers/boarders can progress from the east easy side of the hill to the more extreme west side of the hill. The west terrain park is specifically being designed for the more advanced and adventurous. With a 10 foot high inrun hill and various moveable jumps and boxes/rails, this area will be constantly changing to keep the most avid of skiers/boarders entertained throughout the season/years.

The Winter Recreation Park will also feature two, 580 foot long, tubing runs (flumes). Anyone in the family can jump on one of the rental tubes and have a ball sliding down and catch the lift back up.

Location

After an extensive public consultation process, it was established that the best location would be in Whitecourt, where underage children/youth can actually walk to the hill after school. The selected location is a couple blocks back from the current tobogganing hill and located off 43 Avenue, turning north on 35 Street.

The Partners

The Winter Recreation Park is a partnership project between the Town of Whitecourt, Woodlands County, and the Winter Recreation Park Society. The Town of Whitecourt owns the land/lease on the property and has committed financially to the development of this area in the 2014 budget. Woodlands County will also contribute financially to the project; and the Winter Recreation Park Society will be fundraising to supplement the construction and operation of the hill.

Proposed Operating Hours

Week Days: 10am-4pm available for private bookings like school groups, community groups, and businesses, and various parent & tot times.

Weekday Evenings: 4pm-8pm

Weekend Days: 10am-4:30pm

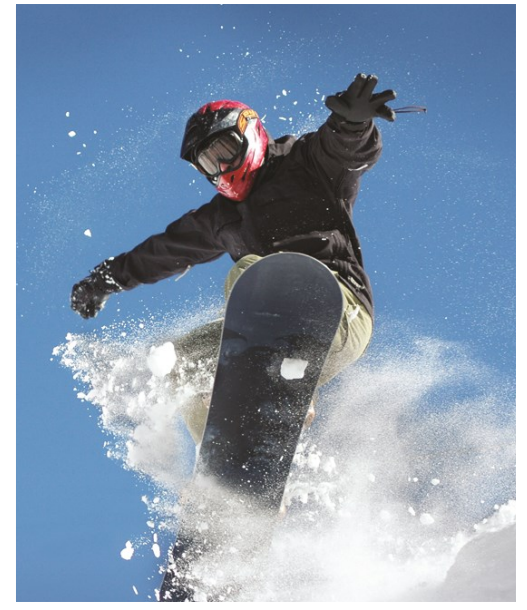
Operating Budget

~\$228,000 annually

The day-to-day operation of the hill will be a partnership between the Town of Whitecourt, Woodlands County, & the Winter Recreation Park Society. The on-site rental shop will be contracted out to a business.

Capital Budget

\$1.9 million



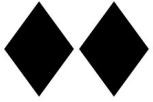
SPONSOR BENEFITS

- * Enhance corporate image & reputation
- * Increase corporate awareness & visibility
- * Align corporate image with a community & family oriented healthy lifestyle
- * Contribute to the community in which your company operates

QUICK FACTS

- * Proposed opening December 2014
- * 6.18 acres of skiable area in Phase I
- * 92 feet of vertical drop
- * Terrain Park with rails, boxes, & jumps
- * Parent & Tot learn to ski run
- * Two 580 foot long tubing runs
- * Snowmaking capability
- * Night skiing & Firepit
- * Lodge , Rental Shop & Cantina

Fundraising Target: \$910,000



DOUBLE BLACK DIAMOND SPONSOR

NAMING RIGHTS TO THE PARK

The Double Black Diamond Sponsor is our top sponsor level and as such, will have the privilege of attaching their company name to the Winter Recreation Park. The chosen name of the park will appear in all marketing initiatives undertaken by the Winter Recreation Park Society (see below list) —a huge value for our premiere supporter!

CONTACT FOR DETAILS

SPONSORSHIP VALUE

Signage

- All reference to the ski hill will read the “Your Company Name” Winter Recreation Park
- Highway 43 Directional Signage
- Billboards
- Dahl Drive Signage
- 41/43 Street Signage
- Site Welcome Sign
- Sponsor Wall in Lodge

Advertising

- Radio
- Newspaper Ads
- Newspaper Articles
- Community Spectrum (Fall/Winter Editions)
- Facebook Page
- Website
- Whitecourt Tourism Guide
- Hill Maps
- Hill Brochures
- Trade Shows
- Letterhead/Business Cards

Merchandise

- Toques
- Sweaters
- Staff & ski patrol uniforms

Tickets & Events:

- Hospitality at sponsor events at the hill
- Off-season meeting space usage of the lodge
- VIP invitation to special events at the hill
- Lift tickets/passes

Entitlements/Intangible Benefits:

- Exclusivity of businesses category
- Supplier rights/business relationship
- Product display (where appropriate)
- Brand linkage
- Use of Winter Recreation Park logo
- Affiliation/showcase sponsorship project
- Networking/relationship building with hill patrons/community



BLACK DIAMOND SPONSOR

NAMING RIGHTS TO THE LODGE

The Black Diamond Sponsor has the privilege of naming the chalet/lodge. The lodge will be approximately 3500 square feet and include a cantina, rental shop, staff office, lockers, and viewing/dinning area with tables and chairs. The lodge has potential to be a year-round meeting space for community members and businesses. The exact type of facility will be determined by sponsor support.

ACTUAL VALUE OF LODGE

SPONSORSHIP VALUE

Signage

- Site welcome & directional sign
- Outside "Your Company Name" Lodge signage
- Sponsor wall in lodge

Advertising

- Facebook Page
- Website
- Hill Maps
- Hill Brochures
- Possible year-round exposure through meeting/event room rentals

Tickets & Events

- Off-season meeting space usage
- Hospitality at sponsor events at the hill
- VIP invitation to special events at the hill
- Lift tickets/passes

Entitlements/Intangible Benefits

- Exclusivity of businesses category
- Supplier rights/business relationship
- Product display (where appropriate)
- Brand linkage
- Use of Winter Recreation Park logo
- Affiliation/showcase sponsorship project
- Networking/relationship building with hill patrons/community



BLUE RUN SPONSOR

NAMING RIGHTS TO ONE RUN OR LIFT

The park will feature three different runs and a magic carpet lift. The runs will be: Parent & Tot Run, Tubing Runs, and a Terrain Park. The Parent & Tot Run will be a gentle slope to allow beginners a space to learn. The Tubing Runs will feature two 580 foot long runs with built up side-walls and a mound at the bottom to stop the tubers. The Terrain Park will be for the more advanced skier/boarder and feature an inrun hill, jumps, rails, and boxes for boarders to play on. The magic carpet lift will serve all guests and return them to the top of the hill.

\$50,000 FOR 5 YEARS (\$10,000 PER YEAR)

SPONSORSHIP VALUE

📍 Signage

- Ski run or lift signage with your chosen name for the run or lift
- Sponsor wall in lodge

📍 Advertising

- Facebook Page - Run/lift times advertised as "Your Business Name" run/lift hours of operation
- Website – Run/lift times advertised as "Your Business Name" run/lift hours of operation
- Hill Maps with "Your Business Name" run/lift featured
- Hill Brochures with "Your Business Name" run/lift featured

📍 Tickets & Events

- Lift tickets/passes
- Hospitality at sponsor events at the hill
- VIP invitation to special events at the hill

📍 Entitlements/Intangible Benefits

- Exclusivity of businesses category
- Supplier rights/business relationship
- Product display (where appropriate)
- Brand linkage
- Use of Winter Recreation Park logo
- Affiliation/showcase sponsorship project
- Networking/relationship building with hill patrons/community



GREEN LEVEL SPONSOR

NAMING RIGHTS TO KEY EQUIPMENT

The park will require a number of key pieces of equipment to operate, including:

- Snowmaking hydrants,
- Light fixtures,
- A quad for emergency response, and
- A snowcat for hill grooming.

All items offer high-profile exposure for the sponsor. The hydrants and light fixtures will be located throughout the park and will require safety padding at the base where a company can display their name/logo. The quad and snowcat will be used throughout the park and company information can be displayed directly on the equipment.

\$25,000 FOR 5 YEARS (\$5,000 PER YEAR)

SPONSORSHIP VALUE

🔗 Signage

- ➡ Hydrant, light, quad, or snowcat signage with your business name/logo
- ➡ Sponsor wall in lodge

🔗 Advertising

For the following advertising opportunities...

- * When referring to night skiing, it'll be advertised as: "Night Skiing provided by Your Business Name".
- * When referring to snowmaking, it'll be advertised as: "Snowmaking provided by Your Business Name".
- * When referring to emergency response, it'll be advertised as "Emergency Response provided by Your Business Name".
- * When referring to grooming, it'll be advertised as "Freshly groomed runs courtesy of Your Business Name".

- ➡ Facebook Page
- ➡ Website
- ➡ Hill Maps
- ➡ Hill Brochures

🔗 Tickets & Events

- ➡ Lift tickets/passes
- ➡ Hospitality at sponsor events at the hill



SKI PATROL LEVEL SPONSOR

TUBES, FIREPIT, LIFT/AID STATION OR SUNDECK

Four different opportunities exist in this sponsorship category. 1) Businesses can sponsor the tubes that will be the only equipment allowed on the tubing runs (business name/logo will be printed on the tubes); 2) Businesses can sponsor the firepit and wood supply that's sure to be popular; 3) Businesses can help us build a deck onto the lodge where guests will rest, watch, eat, and enjoy the atmosphere; or 4) Businesses can buy the advertising on the lift/aid station at the base of the lift.

\$10,000 FOR 5 YEARS (\$2,000 PER YEAR)

SPONSORSHIP VALUE

🚩 Signage

- ➡ Signage/naming of the tubes, firepit, lift/aid station or sundeck
- ➡ Sponsor wall in lodge

🚩 Tickets & Events

- ➡ Hospitality at sponsor events at the hill

🚩 Entitlements/Intangible Benefits

- ➡ Brand linkage
- ➡ Networking/relationship building with patrons/community
- ➡ Supplier rights/business relationship



YELLOW TOY SPONSOR

A BENCH, PLAY FEATURE, PICNIC TABLE, OR LOCKERS

The Winter Recreation Park will need to purchase various items like benches for the skiers/boarders to take a rest on, play features for the terrain park (such as rails and boxes), picnic tables in the lodge or on the sundeck, and lockers for the lodge. All these items are excellent opportunities to sponsor something that gets used and is seen daily at the park!

\$5,000 FOR 5 YEARS (\$1,000 PER YEAR)

SPONSORSHIP VALUE

🔗 Signage

- ➔ Signage on or near bench, play feature, picnic table or lockers with business name, logo, and/or number
- ➔ Sponsor wall in lodge

🔗 Tickets & Events

- ➔ Hospitality at sponsor events at the hill

🔗 Entitlements/Intangible Benefits

- ➔ Brand linkage
- ➔ Networking/relationship building with patrons/community



SKI & BOARD PEEPS

OFFICIAL SKI/BOARD FRIEND

Want to show your support for the Winter Recreation Park? This sponsorship level is for anyone who wants to become an official friend of the hill. All \$500 sponsors will be provided a small plaque on the sponsor wall in the lodge, and the enjoyment of helping bring a winter recreation park to Whitecourt!

\$500

SPONSORSHIP VALUE

🔗 Signage

- ➡ Name on sponsor wall for 5 years in lodge

🔗 Intangible Benefits

- ➡ Knowing you helped make this project a reality!