

## DEAR: LOCAL BUSINESS COMMUNITY

The District of Tumbler Ridge, along with the Tumbler Ridge UNESCO Global Geopark, Tumbler Ridge Riders Snowmobile Club and Grizzly Valley ATV Club will be attending the Alberta Snowmobile and Off-Road Show, Western Canada's largest show of its kind.

### QUICK FACTS:

**VENUE:** Edmonton Expo Centre **DATES:** October 14 & 15, 2022

**AUDIENCE:** The estimated attendance for the show is 20,000 with approximately 150 exhibitors. The event showcases brands such as Arctic Cat, BRP, Ski-Doo, Polaris and Yamaha as well as merchandise, parts, education and celebrity appearances.

**OBJECTIVE:** The Team will be promoting Tumbler Ridge as a winter destination with the intent of increasing the consumer mailing list at the event. The aim is to broadcast dedicated campaigns to this Outdoor Recreation Mailing list increasing awareness of Tumbler Ridge as an outdoor destination and highlighting accommodation, retail and food and beverage providers which will encourage visitation and spending in our community.

**CAMPAIGN:** The campaign will be a giveaway contest at the show featuring a "Tumbler Ridge Adventure" prize package from our local businesses. Entries will be via QR code to an entry form as well as a manual sign up sheet. The competition will be drawn in the last hour of the show on a live feed to the Visit Tumbler Ridge Facebook page. We will be recognizing and promoting all the sponsor businesses that contribute to the giveaway at the show and via social media.

If your business would like to participate in this exciting event please advise what package/product you can contribute by September 30, 2022.  
If you would prefer to choose one of our sponsorship options, please see the next page.

Kind Regards,  
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HELP US BRING THE  
SNORIDERS SLEDTOWN  
CHAMPIONSHIP BACK TO  
TUMBLER RIDGE!



**SNOWMOBILE  
ATV & OFF ROAD  
SHOW**  
OCT. 14-15, 2022



# TUMBLER RIDGE ADVENTURE PRIZE PACK

## SPONSORSHIP OPTIONS



**DIAMOND SPONSOR – \$500**  
YETI TUNDRA 45 HARD COOLER



**PLATINUM SPONSOR – \$400**  
KUMA BEAR BUDDY HEATED CHAIR



**GOLD SPONSOR – \$300**  
BIOLITE+ SMOKELESS FIREPIT



**SILVER SPONSOR – \$200**  
YETI DRINKWARE SET



**BRONZE SPONSOR – \$100**  
JBL CLIP 4 PORTABLE WATERPROOF SPEAKER

## GIFT CERTIFICATES TO LOCAL BUSINESSES



**FRIENDS SPONSORS – \$50**

