

DEAR: LOCAL BUSINESS COMMUNITY

The District of Tumbler Ridge, along with the Tumbler Ridge UNESCO Global Geopark, Tumbler Ridge Riders Snowmobile Club, Grizzly Valley ATV Club and Tumbler Ridge Outdoor Recreation Association (TRORA) will have a tradeshow booth at the 2023 Alberta Snowmobile and Off-Road Show, Western Canada's largest show of its kind.

QUICK FACTS:

VENUE: Edmonton Expo Centre **DATES:** October 13 & 14, 2023

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 October 6, 2023.

Kind Regards,

Jessie

Phone: (250) 242-4242

Email: jolsen@dtr.ca

