



# ALBERTA SNOWMOBILE ATV & OFF ROAD SHOW

OCT. 18-19, 2024

PRESENTED BY GMC

## DEAR: LOCAL BUSINESS COMMUNITY

The District of Tumbler Ridge, along with the Tumbler Ridge UNESCO Global Geopark, Tumbler Ridge Outdoor Recreation Association, 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 18 & 19, 2024

**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 an all-season destination with the intent of increasing tourism awareness and building our consumer mailing list at the event. The aim is to broadcast dedicated campaigns to this outdoor recreation audience, increasing awareness of Tumbler Ridge as an outdoor destination and highlighting local businesses which will encourage visitation and spending in our community.

**CAMPAIGN:** The campaign will be a giveaway contest at the show featuring a "Weekend Away" 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 on Saturday afternoon at the show on a live feed to the Visit Tumbler Ridge Facebook page.

If your business would like to participate in this exciting event please advise what package/product you can contribute by October 4, 2024.

Kind Regards,  
Jessie and Sydney  
Phone: (250) 242-4242  
Email: [sblunden@dtr.ca](mailto:sblunden@dtr.ca)

