



Event Dates

Sunshine Village, Banff, AB
Saturday, February 9th, 2008

Toronto Ski Club,
Blue Mountain, ON
Thursday, March 6th, 2008

Event Directors

Alberta:

George & Lynn Kay
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www.snowexpress.org

Vertical Express for MS

INFORMATION TO SPONSORS

Overview:

- WHO:** Skiers and snowboarders of all ages and abilities form teams of three for the opportunity to participate in "great skiing for a great cause."
- WHAT:** The Snow Express for MS is a series of day-long skiing and snowboarding events held across North America. It consists of a mountain challenge or a Vertical Express and Ski Clinics with our Olympians. Proceeds from the events benefit the **Heuga Centre** and the **Canadian Association for Disabled Skiing**. The **HC** is a non-profit, scientific research centre dedicated to improving the lives of people with multiple sclerosis (MS) through medical research and wellness programs.
- WHERE:** Snow Express events are scheduled for Ontario Alberta, as well as, 17 resorts in the United States.
- WHEN:** From January through March
- HOW:** Winning teams are determined by a combination of funds and the number of points won on event day.
- DONATION:** Each team must raise a minimum of \$1,000.00 in order to be eligible for prizes. Each team is awarded one point for every dollar raised which accounts for the majority of total team points. Therefore, the more money collected the better the chance of winning.
- OFFICIAL SUPPLIERS** Atomic, Columbia Sportswear, Boeri, Smartwool, Swany, UTC, Merit Travel, Ski Presse, Blue River Trading, PacSafe, Dermatone, Nature's Path, Optimum, Luna.
- REGISTER:** Register online at www.snowexpress.org, or contact your Event Directors listed on the side panel. Should you wish to volunteer at the event, please register on-line or contact the Event Directors in your area.
- PRIZES:** Competition and fundraising prizes are supplied by sponsors. Any team that raises \$20,000 or more wins an ALL EXPENSES PAID trip to the Snow Express Finals in Vail, Colorado.
- CONTACT:** For more information on the Snow Express or The Heuga Center's programs for people with MS, please visit www.snowexpress.org or contact one of the Event Directors.



In support of:

Scholarships for Canadians living with Multiple Sclerosis and their family member or caregiver to attend the CAN DO program from the Heuga Centre.

The Heuga Center is a non-profit, scientific research centre dedicated to improving the lives of people with MS through medical research and wellness programs.

Canada has one of the highest incidence rates of multiple sclerosis. MS has no known cause or cure and is the most common neurological disease among young adults, especially woman, between the ages of 20 and 50, affecting as many as 50,000 people and their families in Canada.

www.snowexpress.org

Vertical Express for MS

INFORMATION TO SPONSORS

Exposure and Audience:

The Snow Express provided comprehensive coverage across more than:

- 500 co-branded pieces
- 5,000 snow Express for MS Official brochures
- 5,000 Snow Express for MS Official posters
- 500 commemorative ski clothing giveaways
- Numerous flyers
- Prominent banner display of corporate logo at all events

Participant Profile

Not only did you associate your product/service with a worthy cause but also you targeted a primary and affluent market. We had over 200 participants plus 75 volunteers and special guests involved in our events that took place at some of the top resorts in Canada.

Age:	67%	between 35-54 years of age
Gender:	65%	male / 34% female
Education:	61%	University and Post Graduate
Average income:	72%	\$100,000+

2007 Season Results

	Participants	Volunteers	On-Hill *	\$Raised
Sunshine Village, AB	90	30	5100	50,840
Toronto Ski Club, ON	125	45	3100	171,568

** refers to all skiers at location on event-day (i.e. a measure of your corporate exposure)*

Business to Business

Your company has aligned itself with an organization, which has an established track record for cultivating relationships with business partners and product/service providers at both the national and community level. Some of our corporate Snow Express partners include: Atomic, Columbia Sportswear, Budget Canada, CIBC Mellon, RBC Dominion Securities, Bloomberg, Uvex, Boeri, Blue River Trading, Swany, Fednav, Brascan Foundation, just to name a few.



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Vertical Express for MS

Kick-off party silent Auction January 11, 2006

Media Coverage

In addition to the philanthropic association with a great cause, the following overviews some of the promotional and media coverage we attained last year. We are currently marketing the 2008 season and as a sponsor you have the opportunity to achieve this exposure for your company.

2007 Media Coverage

Consumer Print: Lab Business (Richmond Hill)
The Collingwood Connection (Collingwood)
The Collingwood Enterprise Bulletin
Orangeville Citizen (Orangeville)

Internet: www.simcoe.com
www.skitrax.com
www.cyberpress.ca
www.skipresse.ca
www.getouttheremag.com

Broadcast: Ontario
680 News (Toronto)
CHAY-FM (Barrie)
Rogers (Dufferin-Peel)
Rogers Daytime (Collingwood)

Alberta
CFAC-AM (Calgary)
CJMT-FM (Canmore)
A-Channel

PSA: Toronto City Parent (Oakville)
Ski Canada (Toronto)
CHAY-FM (Barrie)
The Calgary Herald
The Edmonton Sun
www.cityparent.com
www.calgarysun.com



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Vertical Express for MS

INFORMATION TO SPONSORS

Corporate Sponsorship Values

Gold Local Event Sponsor.....\$10,000

- Sponsor will be referred to as Gold Event Sponsor in all media press releases and promotional literature
- Four sponsor-supplied banners will be displayed along the race course and during all social functions
- Sponsors will receive four complimentary day lift passes for the event day and invitations to all social functions
- Sponsor may enter a three-person team in the Snow Express for MS
- Sponsor's name and Gold Event Sponsor status will be bold and highlighted in all "Thank You" advertisements
- Sponsor's name and Gold Event Sponsor status will be promoted over P.A. system during event
- Sponsor will have the opportunity to display brochures and/or product at base lodge sponsor table

Silver Local Event Sponsor.....\$ 5,000

- Two sponsor-supplied banners will be displayed along the race course during the event
- Sponsors will receive two complimentary day lift passes for the event day and invitations to all social functions
- Sponsor may enter a three-person team in the Snow Express for MS
- Sponsor's name and Silver Event Sponsor status will be bold and highlighted in all "Thank You" advertisements
- Sponsor's name and Silver Event Sponsor status will be promoted over P.A. system during event
- Sponsor will have the opportunity to display brochures and/or product at base lodge sponsor table

Bronze Local Event Sponsor.....\$3,000

- One sponsor-supplied banner will be displayed along the race course during the event
- Sponsor may enter a three-person team in the Snow Express for MS
- Sponsor's name and Bronze Event Sponsor status will be bold and highlighted in all "Thank You" advertisements
- Sponsor's name and Bronze Event Sponsor status will be promoted over P.A. system during event
- Sponsor will have the opportunity to display brochures and/or product at base lodge sponsor table