










Canyon Ski Resort  
RR 2, Site 8, Box 26  
Red Deer, AB T4N 5E2  
Phone: (403)346-7003  
Fax: (403)347-0009  
Email: [info@canyonski.ca](mailto:info@canyonski.ca)  
Website: [www.canyonski.ca](http://www.canyonski.ca)

# Advertising Opportunities For Sponsors

## Information you should know about Canyon Ski Resort:

-  50,000 skier/snowboarder/snow tube visits per winter season.
-  500 + annual season pass holders
-  Ski & Snowboard Season runs from mid-November to late-March
-  18 runs and 6 lifts ★*Snow Tubing is new this year!*★
-  Alberta's largest non-mountain ski area
-  Advertise through radio stations, newsletters, website, social media, and throughout the resort
-  More than 10,000 hits on our web site each month.

## Attention Advertiser:

We would like to offer your company the opportunity to advertise on our resort. We hope to promote all areas of services and products in Central Alberta.

Canyon Ski Resort has nearly 50,000 visits a year consisting of both skiers/snowboarders/snow tubing ranging from young children to seniors (85 years old!). With such a great range in age, our clientele is guaranteed to reach your desired target audience. With 6 lifts and 18 runs, Canyon Ski Resort is the largest non-mountain ski area in Alberta.

## Triple Chair Backs and Towers

Chair lift advertising is the smartest way to communicate to your customers and be close to a large number of people with great positioning. Branding the lift with your unique advertising, your business will be engaging skiers and snowboarders who are happy and relaxed during their chairlift ride. This will ensure that you will have a captive audience including; seniors, parents, teenagers, and children alike. This will not only provide entertainment during their 7 minute ride but will likely encourage discussion about your product or service. Important to note, at Canyon, the average skier is making 25-35 chairlift runs a day, and with a triple chair, you are generating three visual impressions, times 25, per ski day. This results in really taking your name to the public and puts your company brands right in front of your target audience on the slopes just minutes from Red Deer!

### Signage on the "Triple Chair" Chair Backs:

Advertising space on the back of the chair(s) on the Triple Chairlift for the sum of \$400.00 per chair per season.

This cost includes a 48"x18" inch sign with an appropriate advertisement for your business, of your design. Please send in your design 24cm x 9cm

\_\_\_\_\_ chair back(s) x \$400.00 includes GST equals the sum of \$ \_\_\_\_\_

### Signage on the Chair or T-bar Towers:

Advertising space on the tower(s) on the Triple Chairlift for the sum of \$600.00 per tower per season. This option ensures every single person sees your advertisement regardless of their seat or position in the lift line!

This cost includes providing an 18"x24" inch sign with an appropriate advertisement for your business, of your design. Please send your design 24cm x 36 cm

\_\_\_\_\_ tower sign(s) x \$600.00 includes GST equals the sum of \$ \_\_\_\_\_

## Important Notes:

By committing to 3 or more advertising options, or signing up for 3 or more years up front, you receive an additional **10% discount**.

# ADVERTISING AGREEMENT

Canyon Ski Resort and Recreation Area Ltd. agrees to lease to

\_\_\_\_\_

Advertising space on:

"Triple Chair" Chair Back      \$ \_\_\_\_\_      X \_\_\_\_\_      = \$ \_\_\_\_\_

"Triple Chair" Tower      \$ \_\_\_\_\_      X \_\_\_\_\_      = \$ \_\_\_\_\_

**Amount Owing: \$ \_\_\_\_\_**

Term of Agreement will be from November 2015, renewing yearly unless cancelled by you  
October 1<sup>st</sup> of the following year.

Contact Name: (Please Print) \_\_\_\_\_ Position: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

\_\_\_\_\_  
**Signature of Advertiser**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Signature of Canyon Ski Resort**

\_\_\_\_\_  
**Date**

Please fax this completed form to (403)347-0009. Payment method preferred is cheque to be mailed to:  
Canyon Ski Resort RR 2, Site 8, Box 26, Red Deer, Alberta, T4N 5E2