



CANYON
SKI RESORT

Triple Chair Backs starting at \$450

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!

Triple Chair Towers starting at \$650

Advertising space on a tower(s) on the Triple Chairlift is another great option for advertising! This option ensures every single person sees your advertisement regardless of their seat or position in the lift line! This cost includes providing an 18x24 inch sign with an appropriate advertisement for your business, of your design.

Terrain Park and Beginner Area Name Sponsor (3 year Title Named Sponsor \$15,000)

By branding our Terrain Park or Magic Carpet Beginner Area with your company logo and unique advertising, your business will be engaging over 60,000 visitors a year! Snow Tubing is another great reason to enjoy winter at Canyon Ski Resort. Our Snow Tube Park is the only one of its kind in Central Alberta. With a dedicated tubing lift (so people don't have to walk up the hill), six groomed lanes down with banked corners, and special tubes provided by us, you won't find a better outdoor winter activity. Snow tubing has exploded in popularity and has been used for birthday parties, office parties, hockey teams, and other corporate events. This upcoming 2023/2024 season will be the 12th season and continues to grow in popularity!

Our Beginner Area is where the magic happens! This is the place where we get the next generation into the lifestyle of skiing and snowboarding! Our Terrain Park is undoubtedly the most popular Area of the resort!!

As the title sponsor you will have:

- Your 16"x 48" sign at the entrance of the Terrain Park or The Magic Carpet Beginner Area
- Your company name can be printed on terrain park features!
- Your company name will be mentioned on radio ads, television ads, newspaper, web advertising, and every time there is an activity or special event held in the Park
- Your logo and sponsor recognition in Canyon Ski Resort brochures and online!
- A link from our web site (www.canyonski.ca) to your web site.
- 1 FREE corporate season pass per year (25 tickets per year) for your company, its staff and families!

Please contact Aaron Gilbert at info@canyonski.ca to discuss these opportunities further