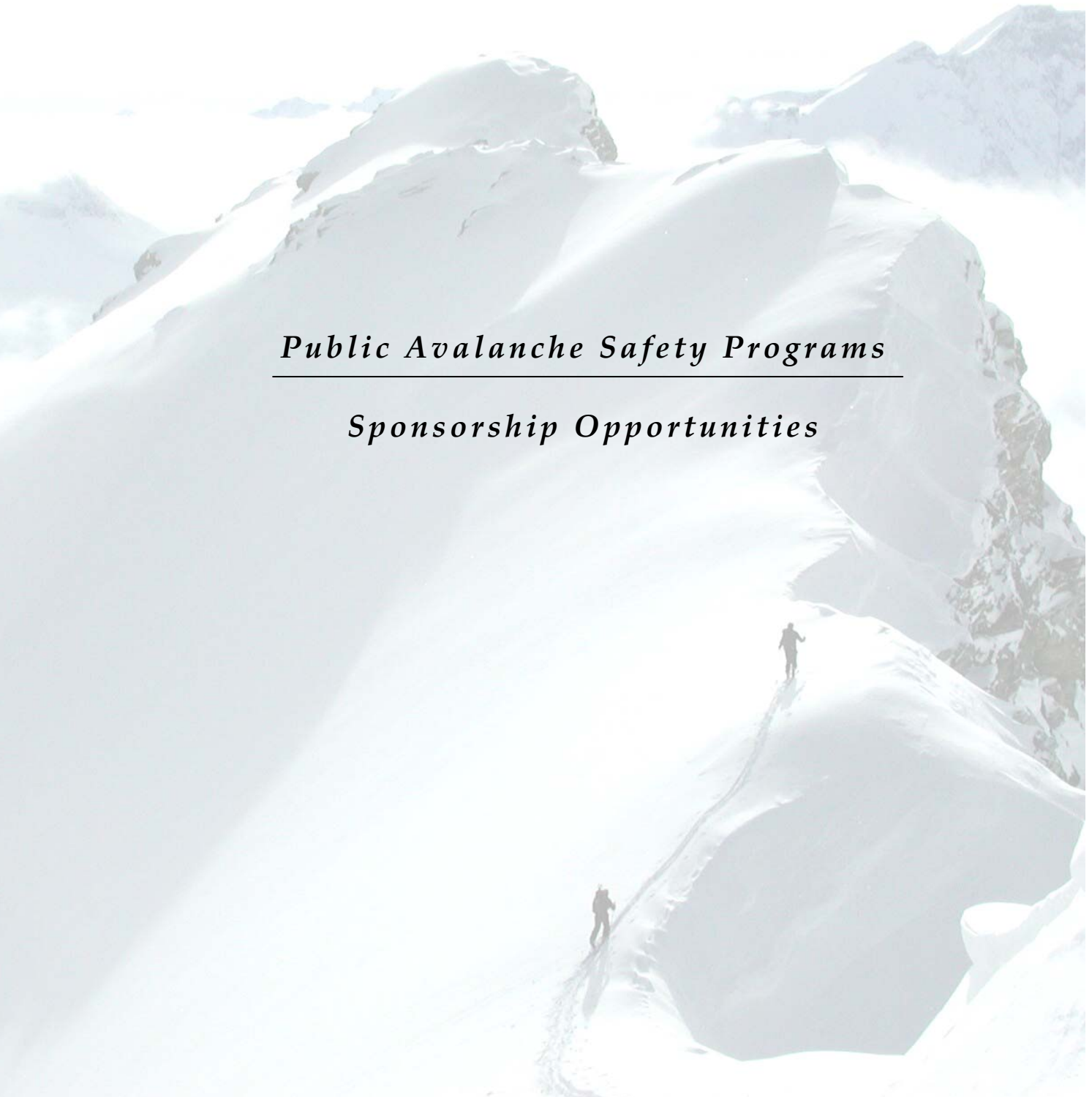




canadianavalanche**centre**

Public Avalanche Safety Programs

Sponsorship Opportunities





Presenting Partner

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A Presenting Partner is the top tier of the Canadian Avalanche Centre public safety program. At this level, your company will be recognized as a 'Presenting Partner' in all the CAC communications material, media kits, media conferences, CAC events, newsletters, and selected publications.

We will also brand your own Tier One Canadian Avalanche Centre product: Recreational Avalanche Skills Training Courses, Avalanche Awareness Days, On-line Avalanche Course, On-line Discussion Forum, or our Backcountry Avalanche Workshop seminar series. We will work with you to customize the design and delivery of your public avalanche safety product. Your company name & branding will be included in all promotional aspects of your CAC product.

Corporate Exposure

- * Your corporate name and logo prominently displayed on the sponsor rotator of the CAC homepage
- * Logo hyperlink established to your company on the CAC website with general information about your company
- * Your corporate logo displayed exclusively on a minimum of 10 Public Avalanche Bulletins on the web and email
- * Full page ad inserted in each edition of the 'CAA-CAC "Avalanche.ca- the journal of Canada's avalanche community"; over 1400 circulation, with an average of 2.8 readers per issue
- * Your corporate name mentioned where appropriate in the media and promotional activities
- * Your logo will be featured in CAC posters & banners for your Tier One product
- * Your company has permission to use the CAC logo on mutually agreed materials
- * Your company has first right of refusal to sponsor new CAC products and promotions

V.I.P. Privileges

- * Your company will be invited to all CAC public events and selected professional events
- * A CAC professional will give a lunch hour or evening presentation to your staff on an avalanche topic
- * CAC will attend and actively participate at 2 of your promotional events



Stellar Sponsor

\$10,000 - \$15,000 investment

A Stellar Sponsor is the second tier of the public awareness support program for the Canadian Avalanche Centre. The Stellar Sponsor has enhanced exposure, special involvement in public safety events, and product display opportunities.

The company will be recognized as a 'Stellar Sponsor' in CAC communications' material including: media kits, media conferences, CAC events, newsletters, etc. As part of their sponsorship, Stellar sponsors can choose to brand an available Tier Two public safety product such as Youth Safety Programs and Snowmobile Outreach Programs.

Corporate Exposure

- * *Your corporate name and logo prominently displayed on the sponsor rotator of the CAC homepage*
- * *Your corporate logo displayed exclusively on 5-9 Public Avalanche Bulletins on the web and email*
- * *Logo hyperlink established to your company on the CAC website with general information about your company*
- * *Half page ad inserted in each edition of the 'CAA-CAC "Avalanche.ca- the journal of Canada's avalanche community"; over 1400 circulation, with an average of 2.8 readers per issue*
- * *Your logo featured in CAC poster campaigns for your Tier Two product*
- * *Your logo will appear on banner signage at CAC public safety events*
- * *Your company has permission to use the CAC logo on mutually agreed materials*
- * *Your corporate name mentioned where appropriate in the media and CAC promotional activities*
- * *Your company will be invited to all CAC public events and selected professional events*



Supporting Sponsor

\$ 5,000 - \$ 9,000 investment

A Supporting Sponsor is the third tier of the public awareness support program for the Canadian Avalanche Centre. Rights are offered on a non-exclusive basis.

The company will be recognized as a 'Supporting Sponsor' in all CAC communications' material including: media kits, media conferences, CAC events, newsletters, etc. Depending on their funding commitment within this sponsorship category, Supporting sponsors have an opportunity to brand a Tier Three public safety product such as The Thrill Avalanche Brochure or Companion Rescue Cards. These products are available to new and existing sponsors on a first come, first served basis.

Corporate Exposure

- * *Your corporate name & logo prominently displayed on the homepage sponsor rotator of the CAC website*
- * *Your corporate logo displayed exclusively on 3-5 Public Avalanche Bulletins on the web and email*
- * *Logo hyperlink established to your company on the CAC website with general information about your company*
- * *Your company will be invited to attend all CAC public events & selected professional events*
- * *Your corporate name mentioned where appropriate in the media and CAC promotional activities*
- * *Your logo will appear on banner signage at CAC Public Safety events*
- * *Quarter page ad in each edition of the 'CAA-CAC "Avalanche.ca- the journal of Canada's avalanche community"; over 1400 circulation, with an average of 2.8 readers per issue*
- * *Your logo featured in CAC poster campaigns*



Sponsorship Categories 2007/08



Bulletin Contributor

\$ 2 , 5 0 0 i n v e s t m e n t

A Bulletin Contributor is a supporter of the Public Avalanche Bulletin and receives exposure in the Bulletin and on the website. This is offered on a non-exclusive basis only.

The company will be recognized as a 'Bulletin Contributor' in all CAC communications' material including: media kits, media conferences, CAC events, newsletters, etc.

Corporate Exposure

- * Corporate logo displayed exclusively on 1-3 Public Avalanche Bulletins on the web and email*
- * Logo hyperlink established to your company on CAC website*