



# 2023/2024 ADVERTISING Package

Here is your chance to stay connected with the local snowmobiling community.



# ABOUT OUR CLUB

The 2023/2024 snowmobile season is fast approaching and the Georgian Bay Snow Riders can't wait for the snow to fly!

Georgian Bay Snowriders is a volunteer-run snowmobile club serving the areas of Midland, Penetang, Tiny and Tay townships.

In 1967 Georgian Bay Snowriders, previously the Midland Huronia Snow Riders, reunited 16 snowmobile groups across the province. At the conference, held in Victoria Harbour, Huronia Snow Riders President John Power stressed that the snowmobiling industry would only grow if clubs worked together to create a network of trails. The Ontario Federation of Snowmobile Clubs was formed by a majority vote at the meeting.

Today, we offer over 150km of regularly groomed trails that travel through the local forests and over local farmers fields.



**GBSR**

# ADVERTISE WITH



Advertising on the snowmobile trails is the perfect opportunity to market your business not only to locals but to the many tourists who may not be familiar with all our region has to offer. We cater primarily to enthusiasts in the 24-65 age segment with household incomes over \$75K. They are educated, active riders who need gas, food, a place to sleep and a place to get parts.

Our trails have 8 large sign boards (5' x 10') located in Midland, Penatang, Elmvale, Moonstone, Toanche, Waubaushene, Tiny Marsh, Port McNicoll (HWY 12). With your annual fee, your advertisement will be visible not only to snowmobilers in the winter, but also to cyclists, ATV riders, and hikers throughout the off-season.

Your advertising dollars benefit our club by supporting the club's operations in our District as well as helping fund the county grooming equipment to create the best experience possible for snowmobiling in the area. But is also provides excellent exposure for your business.





# ADVERTISING PACKAGES

All options include FREE advertising on our Website and Facebook

<https://snowriders.ca/>

'Georgian Bay Snow Riders'

## Option 1

6" x 14" decal advertisement on 8 boards/year

**\$300.00**

## Option 2

12" x 14" decal advertisement on 8 boards / year

**\$550.00**

## Option 3

3 destination signs with your name in reflective print visible at night on trail.

**\$250.00**

## Option 4

Contact us to discuss an option that better suits your advertising needs!

**TBD**



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