

SNOWGROUP

SNOWBUS.COM - WHISTLERSNOWBUS.COM - MYSNOWCLUB.COM

PARTNER DECK 2020



The SNOWGROUP puts a unique and fresh “snow-culture” spin/brand on winter resort travel by providing a one stop shop of fun and affordable options for mountain resort travelers. Through our exclusive properties and numerous advertising/marketing opportunities, businesses involved in our sponsorship and/or merchant discount programs can create exciting associative marketing campaigns and specialized product offerings. A great and unique opportunity to advertise brands and services within each mountain resort market, with clear sales results.



WHISTLER SNOWBUS (WHISTLERSNOWBUS.COM)

Servicing both the local and airport market offering a unique ski-hill “brand culture” experience with cool high impact branded 56 seat luxury buses, movies, prizes, product demos. Licensed to operate exclusively in the winter with 4 scheduled trips per day.

“Love the Ride”

SNOWCLUB (MYSNOWCLUB.COM)

This “ski and board club” is ultimately a multi mountain social community and discounts network to engage customer loyalty through online and in-resort interaction with peers, activities, products, and services at each represented resort.

“Never Pay Full Price”



SNOWBUS.COM

Snowbus.com is a niche market expedia style aggregator for multi-mountain resort products and services (primarily transportation) targeting skiers, snowboarders, & mountain enthusiasts. Resort ground transportation can be considered the “Last Mile” separating skiers and boarders from the mountain. For this reason, it is our “hook” within the online aggregator marketplace.

“Ride the Mountain”



As a multi-resort transportation service SNOWGROUP doesn’t have a direct competitor. Winter resort travel is a niche industry and boasts a very active and age diverse demographic. These active travelers have higher disposable income and for 4-5 month of the year are dedicated to winter resort activities. Today the active traveler of the world won’t settle for the generic “one size fits all” corporate attitude, they want services that understand their needs and cater to their wants! SNOWGROUP has the passion and vision to create a niche culture driven services. Most importantly we understand what these thrill seekers are looking for.

THE PARTNER EXPERIENCE

Consumers' preferences and receptiveness to different marketing channels vary; be it billboard, print, radio, TV, sampling, or experiential. We have created a unique venue which will permit you to interact with the most sought after market demo at a very targeted level.

WHISTLER SNOWBUS EXTERIOR

- The opportunity to co-create a unique bus wrap intertwining your brand with the "SNOW" brand experience.



19'



06'

An estimated 6,000,000 impressions throughout Greater Vancouver Regional Area, the Sea to Sky Highway, Burnaby, North Shore, Richmond, Kits, Kerrisdale, and Whistler.



07'

Billboard advertising in Whistler and the Sea to Sky highway is extremely restricted, making mobile advertising a feasible and very noticeable option. Similarly, Whistler Transit does not allow any external advertising on their local buses.



08'

- 3-4 Luxury buses featuring on-board audio and video system
- 2-4 trip daily (minimum) "peak-time" bus service between Vancouver/Richmond & Whistler
- Seasonal operation from late-November to mid-April (130days)
- 24/7 on-line booking capability through www.snowbus.com
- Fun, affordable, comfortable, safe, and convenient
- Luxury seating and on-board washroom facilities
- Fun hosts/Hostesses (on demand)
- Feature films and excellent sound system
- Hot food and beverage service (TBA morning runs only)



WHISTLER SNOWBUS ON-BOARD

Options:

- Advertising
- 56 seat-back product cards
- 17 overhead compartment decals
- 8 floor adhesive decals
- 1 hostess shirt logo

Sampling:

- Distribute/sample your product
- Communicate key messaging

Communications:

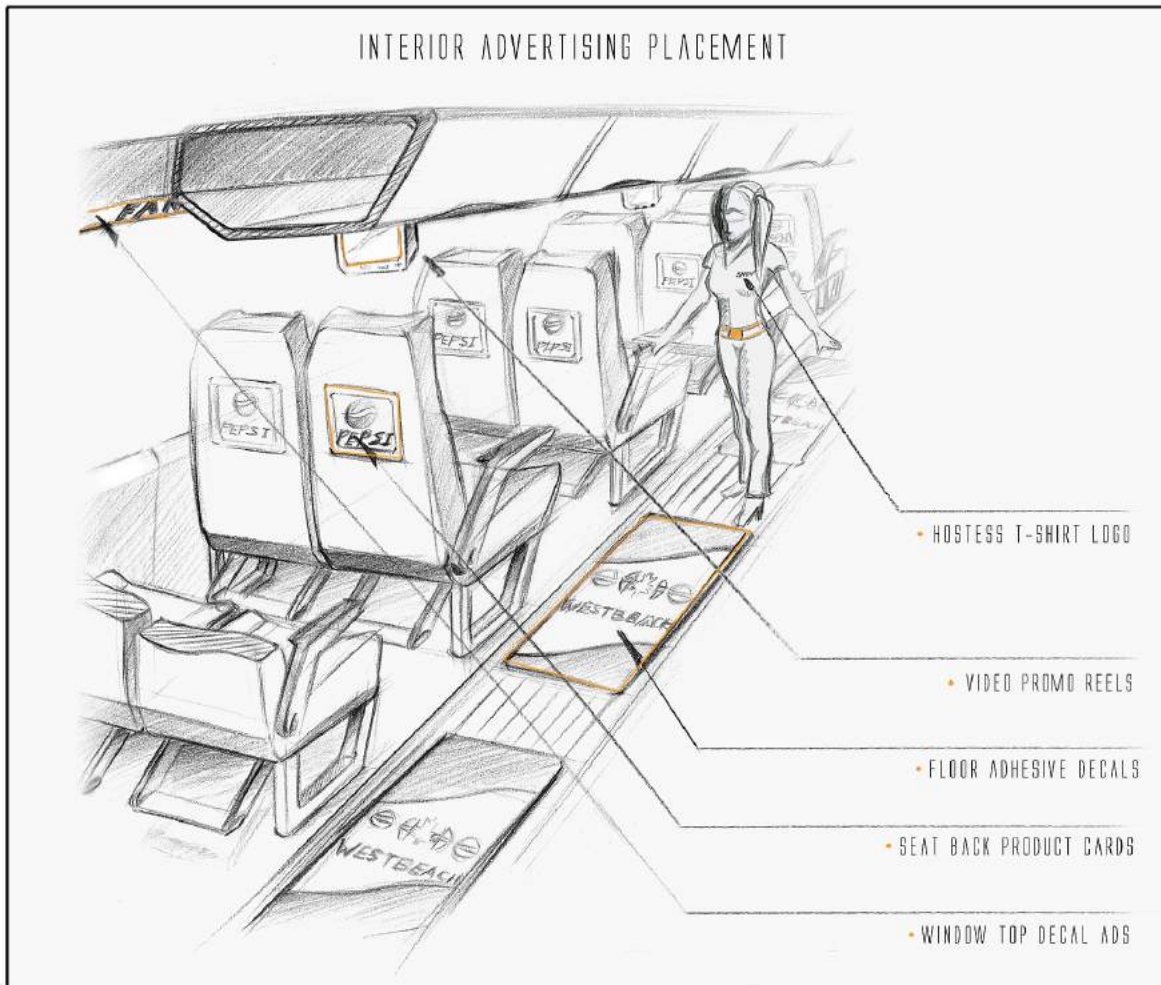
- Audio system
- 4-5 TV monitors
- Hostess welcome (on demand)

Experience:

- Tailored events or product demonstrations onboard
- Animated interaction between hostess/brand ambassador and consumers
- Contest and games can feature prize giveaways
- Create memorable experiences for your target market in a comfortable & receptive environment

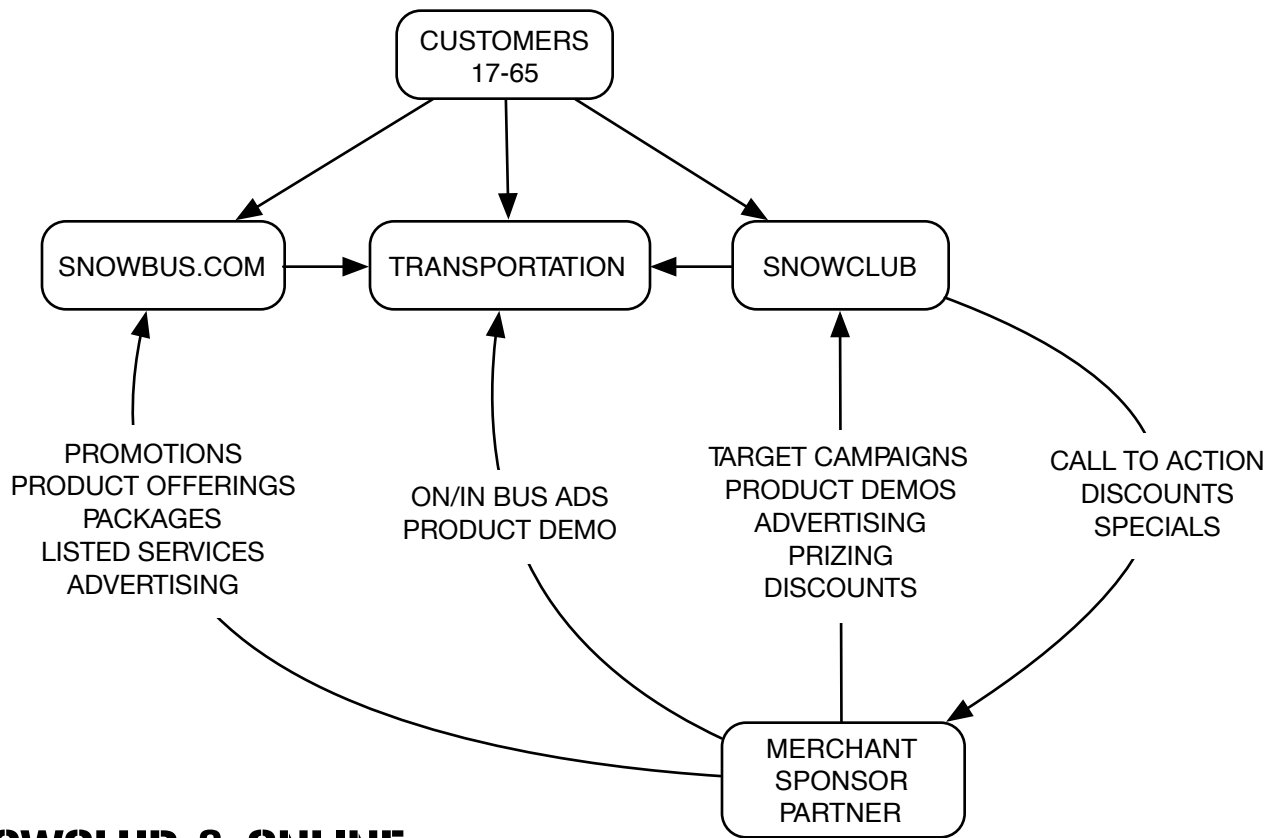
Results:

- 20,000 riders expected for the 2019/2020 season
- 2 hours per ride to reach the captive audience
- A unique brand association between your product and an epic day of bliss



MERCHANTS AND SPONSORS

SNOWGROUP enables merchant and sponsor partners to easily reach mountain resort travelers through exclusive marketing & advertising channels. The SNOWCLUB, which allows us to keep in touch with our riders, grants members access to merchant and sponsor products and services both on and off the hill. Partnership with WHISTLER SNOWBUS means much more than just bus decals or generic advertising; it represents a unique opportunity to be involved in winter activities using associative cultural marketing campaigns.



SNOWCLUB & ONLINE

Options:

- Membership signup campaigns like “Join the Ride” University club campaign
- Online branding, promotions, and contest opportunities
- special product or event offering
- Emails and Newsletters

Results:

- Customers and members have increased access to information and discounted products and services provided by merchants and partners.
- Direct access to member database and travelers through online initiatives
- 28,000 Unique Website visitors per month.
- Targeted call to action initiatives.



RATES

PRODUCT*	UNIT	DIMENSIONS	PRICE
Bus Exterior Side Logo	1	36" x 36"	\$1500
Bus Exterior Back Logo	1	24" x 24"	\$1500
Overhead Compartment Decal	1	10" x 16"	\$249
Seat Back Card	1	5" x 3"	\$25
Adhesive Floor Decal	1	24" x 48"	\$349
Website Advertising	1	TBD	\$50-500
TV Commercial (30 secs.)	1 / Day		\$499
Product Sampling	1 / Day		\$599
Product Demo/Info Session	1 / Day		\$999

*Prices do not include production, instalation, and removal.

CONTACT US

The SNOWBUS Team would be pleased to provide more detailed information about sponsorship opportunities, including exclusive sponsorship or concept marketing packages.



JOKTAN ELBERT

JOKTAN@SNOWBUS.COM

FOUNDER/CEO

778.984.7743

Love the Ride