

17 June 2022

Dear Friends of Snowmobiling:

My name is Darin McRae, I am the District Manager for *Upper Canada Snowmobile Region (UCSR) [District One]*. UCSR is District 1 within the *Ontario Federation of Snowmobile Clubs*. UCSR consists of the area west to Napanee, north to Arnprior and east to the Ontario Quebec border. Our district, with over 13000 family members, 1000 volunteers, over 3300 km of groomed snowmobile trails, and 16 clubs are dedicated to delivering safe on-trail snowmobiling in eastern Ontario.

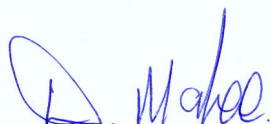
I am writing to you today about a cost-effective marketing opportunity to showcase your business on our district snowmobile Trail Guide (commonly referred to as snowmobile trail map). I believe that your business is an excellent fit for this marketing campaign, and I would greatly appreciate having you as a corporate sponsor.

The district and clubs spend thousands of dollars each season to provide safe, signed groomed trails to many communities and many businesses like yours. Communities and businesses benefit financially directly from organized snowmobiling in the UCSR. The economic impact of snowmobiling in the UCSR area is **\$70.8 million** (18/19 Season); therefore, we encourage our partnership with you for this coming season with the best value for your investment.

The President / Governor and Directors for UCSR know that this is a great opportunity for both the snowmobile community and a business like yours in the area, and that this is of great value for promoting your excellent product or service along with ours. For approximately 3 cents per contact, you can reach the target audience. The guide will be available for early fall which coincides with the arrival of the 2022/2023 winter.

I have attached information on the ad rate and detail of the map. I await your response and, in the meantime, if you have any further questions, please feel free to contact me.

Sincerely,



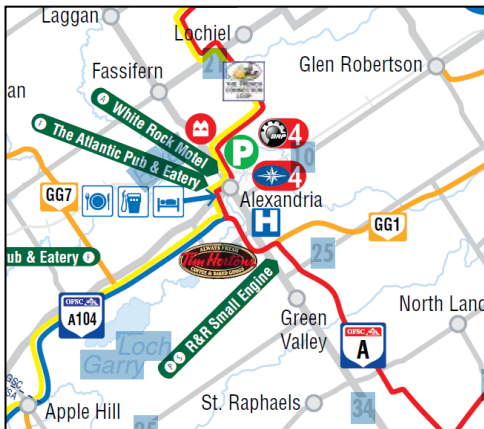
Darin R. McRae  
District Manager UCSR

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The economic impact of snowmobiling in the UCSR area is **\$70.8 million** (18/19 Season)  
Don't miss out on the snowmobile business. Promote your business with the UCSR!

**UCSR District** consists of the area west to Napanee, north to Arnprior and east to the Ontario/Quebec border and has over **3300 km** of marked, groomed trails. **1000 dedicated volunteers** make up **16 clubs** within the UCSR and last year we sold over **13000 trail permits** to families in Eastern Ontario.

**UCSR Trail Guide (Map)** is an important tool for you to advertise your business but it is an equally important tool to help guide snowmobilers through our awesome network of trails - safely. **10,000 Trail Guides** are distributed annually for free through the 16 UCSR clubs/associations, tourist information centres, municipalities, businesses, and the major provincial snowmobile trade show in Toronto.



The Trail Guide is two-sided, 27" x 39" four colour Trail Guide complete with service icons, trail numbers, TOP Trails (Trans Provincial trails), club trails, provincial and county roads, businesses and your ads.

**Ad Rates:**

2022-2023 rates are:

- Single is **\$265.49 + HST = \$300** per ad.
- Double is **\$530.97 + HST = \$600** per ad.
- Front is **\$752.21 + HST = \$850** per ad.
- Back is **\$500 + HST = \$565** per ad.

This includes:

- an indicator icon identifying your business on the front of the Trail Guide;
- website listing on [www.ucsr.ca](http://www.ucsr.ca); and
- Point of Interest (POI) listing on the OFSC Provincial Interactive Trail Guide (Website trail map) (usually a \$75 extra cost).

Ad sizes:

- Single: 2" x 4" ad on the backside or front edge;
- Double: 4" x 4" or 2" x 8" on the backside or front edge;
- Front Cover: Snowmobile friendly photo as the centre piece of the front cover. Approximately 4' x 6";
- Back Cover: approximately 4" x 6";





# Upper Canada Snowmobile Region (District One) 2022/2023 Trail Guide (Map) Advertisement Program

**Business Information:**

Business Name: \_\_\_\_\_

Location of Business: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ 800# \_\_\_\_\_ Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Brief Description: \_\_\_\_\_

Please forward artwork by email to: [info@ucsr.ca](mailto:info@ucsr.ca)

For payment, please forward cheque with this form to the mailing address below or send an etransfer to [info@ucsr.ca](mailto:info@ucsr.ca). Note: We are not set-up to accept credit cards. If you wish, we could have a volunteer pick up your payment and / or artwork

Questions may be directed to:

Darin McRae, District Manager  
Phone: 613-543-0374  
Fax: 866-278-3140  
Email: [info@ucsr.ca](mailto:info@ucsr.ca)

Upper Canada Snowmobile Region  
PO Box 20011 Carleton Mews  
Carleton Place, Ontario K7C 4K3

Due Date for artwork and payment: **1 August 2022**

For UCSR Use Only:

Map Indicator	Artwork	www	POI	Invoice	Payment	Complete