



# Fernie Nordic Society Sponsorship Package

The Fernie Nordic Society (FNS) is a not-for-profit organization committed to fostering a vibrant Nordic ski culture in Fernie and the Elk Valley.

Support Community • Promote Wellness • Embrace Winter

**we**

Maintain over **30 km of groomed trails** across the Fernie Golf Course, Elk Valley Nordic Centre and City of Fernie Dyke Trails.

Deliver **youth ski programs**, skill clinics, and community races

Host **family-friendly events** that celebrate winter and connection

Promote **outdoor recreation, environmental stewardship**, and healthy lifestyles for all ages

Our work is powered by passionate volunteers and generous community support. Your sponsorship directly sustains and grows this mission.

# Why Sponsor FNS?

Partnering with us means more than a logo—it's a commitment to:

- Building a **healthier, more active community**
- Supporting **eco-conscious recreation**
- Connecting your brand with **engaged locals and visiting skiers**
- Demonstrating **corporate social responsibility** in a high-visibility way

In the 2024-2025 season, FNS reached:

- Over **900 members**
- **Hundreds** of trail visits
- A growing **social media audience and newsletter readership**

We offer tiered sponsorship options to suit your goals.

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Annual sponsorship runs from December 1 to November 30 each year:

All levels include: 10% discount on Seasons Passes, annual report recognition, proud sponsor digital image, proud sponsor sticker

## Platinum Sponsor – \$5,000+

Our premier sponsor tier, ideal for partners seeking maximum visibility and community impact.

### Includes:

- Large logo on main trail signage and trailhead kiosk
- Feature placement on website
- Feature article in seasonal newsletters (900+ subscribers)
- 4 Social media features
- 20 complimentary day trail passes

## Silver Partner – \$1,000-\$2,499

Perfect for local businesses wanting to give back and get noticed.

### Includes:

- Small logo on website sponsor page
- Certificate of Appreciation for display
- Short feature on social media
- 10 complimentary day trail passes

## Gold Partner – \$2,500-\$4,999

Elevate your brand while supporting trail maintenance and community programming.

### Includes:

- Medium logo on signage and online assets
- Recognition in one newsletter
- 2 Social media features
- 15 complimentary day trail passes

## Bronze Ally – \$500-\$999

Grassroots contributions with a meaningful impact.

### Includes:

- Name listed in member newsletter
- 1 Shout-out on social media
- 5 complimentary day trail passes

	Platinum	Gold	Silver	Bronze
Commitment level (1)	>\$5,000	\$2,500-\$4,999	\$1,000-\$2,499	\$500-\$999
Complimentary day passes	20	15	10	5
Sponsor logo visibility and size	Most visible logo; largest size	Second most visible; large size	Third most visible; medium size	Fourth most visible; small size
Sponsor logo exposure	Highest frequency of newsletter / website exposure	Second most frequent	Third most frequent	Fourth most frequent
Newsletter feature article (2)	1 large paragraph/year	1 medium paragraph/year	1 small paragraph/year	1 line/year
Social media post (Facebook, Instagram) (2)	Quarterly post	2 posts/year	1 post/year	
Banner/sign @ live events (Viking/Fun Race/Pumpkin) (3)	√			

(1) Value can be achieved by a combination of in-kind, cash, products/material, or volunteer time

(2) Newsletter feature article and social media posts to be provided by sponsor, and are subject to editing by FNS

(3) Banner to be provided by sponsor



# Ready to get involved?

Contact us to explore your sponsorship  
opportunity:

Sponsorship Coordinator  
Fernie Nordic Society  
[sponsorship@fernienordic.com](mailto:sponsorship@fernienordic.com)

Together, let's keep Fernie gliding.

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