



2025 -2026

Sponsorship Program



Introduction

01

For over 30 years, Mount Sima has been a hub for adventure and community pride.



From hosting the Canada and Arctic Winter Games to welcoming international athletes for training, we've built a legacy on snow, and now, beyond it.

At its heart, Mount Sima is about unforgettable moments, from first chairlift rides to summer bike trails. None of this would be possible without the support of our generous sponsors. Together, we're building memories, boosting our economy, and strengthening our community.

Our 2024 - 2025 season was another success. Our team delivered both a spectacular winter and summer season!

Without a doubt, **our sponsors played a key role in the year's success. Thank you for your incredible support!**

Benefits & Exposure

How does sponsoring Mount Sima benefit you?

Sponsoring Mount Sima connects your brand with a highly qualified audience of local residents, visiting tourists, and high-performance athletes.

This diverse mix means your message reaches a wide, engaged audience that's already invested in active lifestyles and community values.

Your support doesn't just boost brand visibility. **It builds trust, strengthens brand loyalty, and shows your commitment to community growth.**

Whether it's through on-site signage, digital exposure, or presence at events, your brand becomes part of the memories people make here, season after season.



02

Year-Round EXPOSURE

On-site signage

- + Year round physical assets such as chair lift signage, lift tower banners and on hill signage

Online recognition

- + Featured placement on our website and in targeted thank-you ads.

Social media

- + Reach our growing audience through regular mentions on our social platforms.

Sponsor Days

- + Enjoy the Hill in private events designed as a thank you to our sponsors.

Valuable Perks

- + Enjoy corporate ski passes, day tickets, and more,

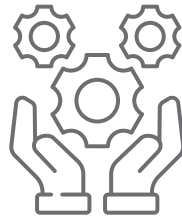
03

HOW IT HELPS



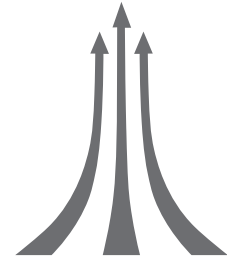
Community Recreation

Accessible outdoor experiences



Operational Support

Keeping the mountain running



Economic Impact

Fueling sport tourism in the Yukon

Your support makes it all possible

As a community-focused non-profit, Mount Sima counts on sponsor support to keep our mountain running smoothly and safely year-round.

Your partnership doesn't just help Mount Sima, it creates lasting value for the entire community.

Thank you for being part of something bigger.

Your contributions directly support:

- **Program delivery** – From ski lessons to youth camps, your support helps us provide accessible, high-quality experiences for all ages.
- **Operational needs** – Equipment, staffing, grooming, and maintenance, your sponsorship keeps the lifts spinning and the trails in top shape.
- **Safe, inclusive recreation** – We create a welcoming space for families, tourists, and athletes to enjoy the outdoors in a professional, well-maintained environment.
- **Sport tourism & economic impact** – By hosting major events and training camps, we attract visitors, generate revenue for local businesses, and contribute to Yukon's growing tourism economy.

Sponsorship Tiers

For over 30 years, Mount Sima has been at the heart of the Yukon's outdoor scene, fueling adventure, community connection, and sport tourism.

Now, with refreshed sponsorship opportunities, we're going beyond traditional signage, offering meaningful ways to align your brand with community values, environmental stewardship, and the spirit of northern sport.

**Each level comes with Chair Signage & Invitations to Sponsor Appreciation Events*

**Each level comes with a Sponsor Thank You ads*

\$1000

SIMA FRIEND

- Website Recognition
- 2 Winter day passes
- 1 Summer day pass
- Group "thank you" social media recognition

\$5000

SIMA CHAMPION

- LOGO Website Recognition with link
- Unique Sponsor spotlight post
- 1 Tower Sign or equivalent on-hill signage
- 5 Winter day passes
- 3 Summer day pass
- 2 Corporate season passes
- Opportunity to support a community program
- Mention in media releases where sponsors are acknowledged
- Quarterly sponsor updates & recognition in impact report

\$2500

SIMA SUPPORTER

- Website Recognition
- 5 Winter day passes
- 3 Summer day pass
- 1 Corporate Season Pass
- Recognition in Annual Impact Report

\$10,000

SIMA PARTNER

- Prominent Website Recognition
- 2 dedicated social media posts (branded content)
- 2 Chairlift Signs
- 2 Tower Sign or equivalent on-hill signage
- 18 Winter day passes
- 10 Summer day pass
- 4 Corporate season passes
- Logo Placement in event collateral for one major Sima event
- Sponsor "on-hill day" activation opportunity
- Year-round exposure package
- Priority hospitality access + 2 VIP invitations to Sima events

05

Sponsorship Tiers

\$15,000

SIMA COMMUNITY LEADER

- Prominent profile on website + featured story spotlight
- 3 dedicated social media posts + video package with sponsor branding
- 3 Chairlift signs
- 2 Tower signs
- 7 Corporate season passes
- 20 Winter day passes
- 15 Summer day passes
- Exclusive naming opportunity (e.g., Adaptive Sports Program presented by [Sponsor])
- Custom activation package tailored to sponsor goals
- Recognition as “Community Leader Sponsor” in all major media releases
- Full page profile in annual sponsor impact report + community impact metrics

\$25,000+ (custom)

TITLE PARTNER

- “Mount Sima Season presented by [Sponsor]” branding opportunity
 - Title recognition at all major Sima events + press releases
 - Year-round integrated brand storytelling (social, digital, video)
 - Invitation to annual Sponsor Appreciation Events
 - Naming rights on key asset (e.g., bike park trail, Alpine Escape, Adaptive Sports program)
 - Bespoke hospitality, staff engagement, and activation package
-

Sponsorship Breakdown



	Friend \$1,000	Supporter \$2,500	Champion \$5,000	Partner \$10,000	Community Leader \$15,000
Website Recognition	Name	Name	Logo	Logo	Logo & Profile
Thank you Ad	Name	Name	Logo	Logo	Logo & Link
Social Media Recognition	Combined Social Recognition	Combined Social Recognition	Unique Social Media Recognition	+ Video Content	+ Video Content
Chair Signage	1	1	2	2	3
Tower Signage			1	2	2
Corporate Season Pass		1	2	4	7
Winter Day Pass	2	5	6	18	20
Summer Day Pass	1	3	6	18	20
Value	\$1,130	\$2,770	\$5,740	\$11,460	\$16,500

07

Contact Information



Mount Sima

Friends of Mount Sima Society
770 Mt Sima Road
Whitehorse, Yukon
Y1A 0A8

Email

Garrett Cluett

Marketing Manager &

Sponsorship Coordinator

E: marketing@mountsima.com



WWW.MOUNTSIMA.COM
