

CALEDON SKI CLUB

MEN'S DAY 2025

Partnerships with Caledon Ski Club

CALEDON SKI CLUB IS A PRIVATE, NON-PROFIT SKI CLUB.



WHY PARTNER WITH CALEDON SKI CLUB?

The Men's Day event is one of the few opportunities where a brand can reach our targeted demographic. Geographically, our event participants are from a 50km radius of the Club, aged 25 – 55 and within the upper income bracket. Many are also members of Caledon Ski Club as well as other private clubs such as The Boulevard Club, The Granite Club, and Oakville Racquet Club.

When partnering with our events, companies are reaching an affluent group which mirrors their target market.

We also support local charities at our events, raising money and awareness for their missions. Examples: Headwaters Health Centre, Wellspring, Bethell Hospice, Track 3, and Jack Ride for Mental Health.

At Men's Day, guests enjoy a delicious Breakfast, Lunch and Apres. During the day, they participate in various events in-lodge and on-hill challenges, such as: scavenger hunts, speed traps, races, lesson and more.

There are various Partnership opportunities available: Breakfast, Lunch or Apres Partners, On-Hill Activity Partners, Gift Partner, Beverage Partner.

Join our Presenting Partner Policaro, as a Gold Sponsor or Silver Partner and receive event access and Guest Passes to come and enjoy Caledon, a private Ski Club on another day. Also included are targeted Social Media Posts and signage with your logo at our event such as: inside the lodge, in-lodge TV's before and during the event, on the ski hill by the activities or at the front entrance.

Join us and be a part of the social vibe at Caledon Ski Club while generating awareness for your brand with your targeted demographic.

**CALEDON SKI CLUB, 17431 MISSISSAUGA ROAD
CALEDON, ON L7K 0E9**

Partnership Opportunities

	Gold	Silver	Bronze	Vendor
	\$2,500	\$1,000	\$500	\$250
	4 non-event day Guest Passes	2 non-event day Guest Passes	N/A	N/A
Logo Inclusion on Event Poster and lodge TV's	✓	✓	✓	✗
Day of Emcee Recognition	✓	✓	✓	✓
Logo or Listing On Event Website Page	✓	✓	✓	✓
Logo Inclusion in Event Social Media and Email Marketing Campaign**	✓	✓	✓	✓
Logo on 4 Maxxcharge Digital Screens located in the main areas of Lodge*	✓	✓	✓	✗
Logo on TV Screens During Event	✓	✓	✗	✗
4' Vendor Table in Vendor Market	✗	✗	✗	✓
Logo on all Thank You Marketing	✓	✓	✓	✗

*Vendors are for our Retail Vendor Market

Caledon Ski Club Social Media Stats:

Website: 402,432 Page Views from 46,840 visitors during 2023/24 season.

3,259 **Instagram** Followers: average post has 1,500+ views

2,501 **Facebook** Followers: average 1,100 views

TV's: West Lodge – 6, Main Lodge – 3 running 7-8 images in a loop at one time, 10-15 second rotation

E-Carver: 2,100 adult Members with a mid-season open rate of approx. 1,600

Other important information:

Approximately 3,000 Active Members

Dedicated **Men's Day Event Page** on the website viewable by both the public and Members

*Maxxcharge Digital Screens: Gold – 1 stand alone page; Silver and Bronze – all added to 1 page.

** Minimum 3 email blasts prior to event and 1 social media post per week starting January 1, 2025

Hope to have you partnering with us for Men's Day 2025.

For more information about a Partnership Opportunity with Caledon Ski Club, please contact Maxx Scholz at maxx@maxxcharge.ca or Sue Hoch at sdhoch@caledonskiclub.on.ca.