



# CALEDON SKI CLUB



## Partnerships With Caledon Ski Club

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



### Why Partner with Caledon Ski Club?

The **Athlete Development Fund (ADF) Fundraising Event** is one of the few opportunities for a brand to connect to our targeted demographic. Our participants live within a 50 km radius of the Club, families with children and adults aged 25 -55 in 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**. Partnering with our events allows companies to reach an affluent audience that mirrors their target market.

We also proudly support local charities, raising funds and awareness for their causes, including **Headwaters Health Centre**, **Wellspring**, **Bethell Hospice**, **Track 3**, and **Jack Ride for Mental Health**.

The **ADF** was created in 1976 to provide financial support to Caledon's athletes, in their pursuit of excellence on show – allocated to all disciplines this annual social event is held to raise funds for the **ADF** and to engage the Caledon competitive community and our broader Membership.

There are various Partnership opportunities available: Après, Dinner, Snack, or Beverage Partners, as well as On-Hill or In-Lodge Activity Partners.

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.

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

# PARNTERSHIP OPPORTUNITIES

	<b>Gold</b> <b>\$2500</b> 4 non-event day Guest Passes	<b>Silver</b> <b>\$1000</b> 2 non-event day Guest Passes	<b>Bronze</b> <b>\$500</b> N/A	<b>Elite</b> <b>\$200</b> N/A
Day Of Emcee Recognition	✓	✓	✓	✗
Inclusion On Event Poster And Lodge TV's	✓	✓	✗	✗
Logo Or Listing On Event Website Page	✓	✓	✗	✗
Logo Inclusion In Event Marketing Campaign **	✓	✓	✗	✗
Logo On Maxxcharge Digital Charge Screens In Main Areas Of The Lodge *	✓	✓	✗	✗
Logo On TV Screens During Event	✓	✓	✓	✓
Activity Logo Signage	✓	✓	✓	✓
Logo On All Thank You Marketing	✓	✓	✗	✓

## Caledon Ski Club Social Media Stats:

Website: 467,000 Page Views from 60,000 visitors during 2024/25 season.

3,731 Instagram Followers: 56,034 views and 12,712 Reach

2,541 Facebook Followers: 60,049 views and 49,647 Reach

TV's: West Lodge – 6, Main Lodge – 3 running 7 – 8

images in a loop at o n e time, 10-15 second rotation

E-Carver: 2,150 adult Members with a mid-season open rate of approx. 1,600

## Other important information:

Approximately 3,000 Active Members

Dedicated Ladies' Day Event page on the website viewable by both the public and Members

\*Max charge 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, 2026

We look forward to have you partnering with us for the Athlete Development Fund event.

For more information about a Partnership Opportunity with Caledon Ski Club, please contact Sue at  
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