

CALEDON SKI CLUB

ADF FUNDRAISER EVENT 2025

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) 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, families with children and adults aged 25 – 55 and within the upper income bracket. Many are also 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.

The ADF was created in 1976 to provide financial support to Caledon Ski Club athletes, in their pursuit of excellence on the snow. ADF funding is allocated to competitive athletes in all disciplines, including alpine racing, freestyle skiing and snowboarding. Annually a 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: Apres or Dinner Partners, Snacks Partner, Beverage Partner, On-Hill Activity or Lift Partner, or In-Lodge Activity 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	Elite
	2500	1000	500	200
	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 a minimum of one of 4 Maxx Digital Charge Stations	✓	✗	✗	✗
Logo on TV Screens During Event	✓	✓	✗	✗
On-Hill, Lift, or Activity logo signage	✓	✗	✗	✗
Logo on all Thank You Marketing	✓	✓	✓	✓

*\$ and/or In-Kind ** Minimum 3 email blasts prior to event and 1 social media post per week starting January 1, 2025

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 ADF Event Page on the website viewable by both the public and Members

Partnership Examples:

Gold – Food, Wine/Beer, Hills, Lifts

Silver – Entertainment

Bronze – Printing

Elite – Snacks, Hot Chocolate, Sundae, Apres

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

We look forward to having you at our event.