



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 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 Après. During the day, they participate in various events in-lodge and on-hill challenges, such as: races, competitions, raffles, and more.

There are various Partnership opportunities available: Breakfast, Lunch or Après 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

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

PARNTERSHIP OPPORTUNITIES

	Gold \$2500 4 non-event day Guest Passes	Silver \$1000 2 non-event day Guest Passes	Bronze \$500 N/A	Vendor \$250 N/A
Day Of Emcee Recognition	✓	✓	✓	✗
Inclusion On Event Poster And Lodge TV's	✓	✓	✗	✗
Logo Or Listing On Event Website Page	✓	✓	✗	✗
Inclusion In Event Marketing Campaign - Min 3 Emails And 1 Social Post	✓	✓	✗	✗
Logo On Maxxcharge Digital Charge Screen In Main Area Of The Lodge	✓	✓	✗	✗
Logo On TV Screens During Event	✓	✓	✓	✓
4' Vendor Table	✓	✓	✓	✓
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 Men's 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 Men's Day 2026.

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