



2026 -2027 Sponsorship Program



Introduction

01

**ROOTED IN
YUKON.
REACHING
BEYOND IT.**

Growth at a Glance

31%

Pre-Season Growth

23%

Facility Rentals

5%

Lift-ticket Activity

Growth continued despite weather closures affecting 20% of our planned winter operating time.



Mount Sima is bringing people together through outdoor recreation, sport, and shared experiences.

What began as a community ski hill continues to grow into a year-round mountain destination. Winter brings local families, visiting athletes, training groups, and travellers to our slopes. In summer, mountain biking, disc golf, events, and gathering spaces welcome a growing range of visitors back to the mountain.

Mount Sima's reach is also expanding beyond the Yukon. Our unique northern setting and dependable training environment attract athletes and teams from outside the territory and around the world, consistently bringing new attention to Mount Sima, Whitehorse, and the businesses that support us.

For our partners, this growth creates more than visibility. It creates opportunities to connect with an engaged audience through advertising, experiences, events, digital content, and meaningful community involvement.

As Mount Sima grows, our partners grow with us.

Connect with an Audience that's already Engaged

How does sponsoring Mount Sima benefit you?

Mount Sima brings together people who value adventure, recreation, community, and the Yukon lifestyle.

Throughout winter and summer, the mountain welcomes local residents, families, visitors, athletes, teams, outdoor enthusiasts, and community organizations.

They encounter our partners while purchasing passes, attending events, using the lifts, exploring the trails, visiting our website, and engaging with Mount Sima online.

This gives your business repeated opportunities to reach people in a setting where they are active, connected, and making positive memories.



02

Our Audience

Local Residents

- + Connect with Yukoners who return throughout the season for recreation, programs, events, and time together.

Visitors & Tourists

- + Reach travellers experiencing Whitehorse and the Yukon through outdoor adventure.

Athletes & Teams

- + Build visibility among local competitors, visiting training groups, coaches, sporting organizations, and athletes from outside the territory.

Outdoor Enthusiasts

- + Engage skiers, snowboarders, mountain bikers, disc golfers, and people who identify with an active northern lifestyle.

Businesses & Community Groups

- + Connect with organizations participating in events, employee activities, partnerships, and community programs.

Digital Audiences

- + Extend your message beyond the mountain through Mount Sima's website, social platforms, event promotion, and digital storytelling.

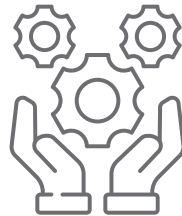
03

HOW IT HELPS



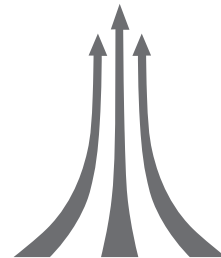
Community Recreation

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.

04

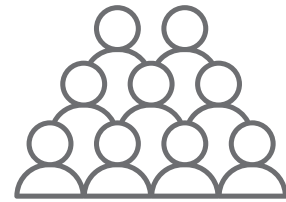
MORE THAN A LOGO. MAKE THE SPACE YOURS.



Your Message



Your Creative



Our Mountain Audience

Your Mount Sima partnership does not have to stop at logo placement.

Eligible signage and advertising spaces can carry a complete message designed around your business goals.

Promote a product, introduce a service, support a campaign, recruit employees, share a special offer, or invite guests to connect with your business through a QR code.

Whether your goal is awareness, engagement, recruitment, or sales, we can help you use your placement in a way that feels relevant to Mount Sima's audience.

**Final approved assets must be received by October 6, 2026 for installation before Pre-Season*

**A second print order closes Dec 1, with installation scheduled for Last Week of December 2026.*

Ways to use your space:

- **Build Brand Awareness** – Use strong imagery, a headline, and your brand identity to create a memorable presence.
- **Promote a Product or Service** – Introduce something specific to local residents, visitors, athletes, and outdoor enthusiasts.
- **Support a Campaign** – Extend an existing advertising or community campaign into the Mount Sima environment.
- **Create a Call to Action** – Use an approved QR code or web address to direct guests to an offer, contest, event, landing page, or other measurable action.
- **Tell a Community Story** - Show how your organization contributes to recreation, healthy living, tourism, youth, or the Yukon community.

Sponsorship Tiers

We're refreshing our sponsorship opportunities

**Invitations to Sponsor Appreciation Events, Sponsor Thank You ads, Website recognition, Inclusion in sponsor appreciation messaging, Access to optional Summer 2027 sponsorship opportunities*

\$1000

SIMA FRIEND

- Website Recognition
- 1 Chairlift sign
- 3 Winter Day Tickets
- 3 Summer Day Tickets
- Inclusion in shared sponsor recognition

\$2500

SIMA SUPPORTER

- Logo Website Recognition
- 1 Chairlift sign
- 1 Corporate Season Pass
- 2 Winter day passes
- 2 Summer day pass
- Inclusion in shared sponsor recognition

\$5000

SIMA CHAMPION

- Logo Website Recognition
- 2 Chairlift Sign advertising placements
- 1 Tower Sign or equivalent on-hill signage
- 2 Corporate season passes
- 1 Winter 5 Punch Pass
- 1 Summer 5 Punch Pass
- Opportunity to use eligible signage for an approved advertising message
- Recognition connected to an eligible community program or initiative

\$10,000

SIMA PARTNER

- Prominent Website Recognition
- 3 Chairlift Sign advertising placements
- 2 Tower Sign or equivalent on-hill signage
- 4 Corporate Passes
- 2 Winter 5 Punch Passes
- 2 Summer 5 Punch Passes
- Opportunity to use eligible signage for an approved advertising message
- Recognition connected to an eligible community program or initiative
- Logo Placement in one major Sima event



06

Sponsorship Tiers

\$15,000

SIMA COMMUNITY LEADER

- Prominent profile on website
- 4 Chairlift sign advertising placements
- 2 Tower signs equivalent on-mountain advertising placements
- 6 Corporate season passes
- 3 Winter 5 Punch Passes
- 2 Summer 5 Punch Passes
- Exclusive naming opportunity
- Custom activation package tailored to sponsor goals
- Recognition as “Community Leader Sponsor” in all major media releases

\$25,000+ (custom)

TITLE PARTNER

- “Mount Sima Season presented by [Sponsor]” branding opportunity
- Title recognition at all major Sima events + press releases
- Invitation to annual Sponsor Appreciation Events
- Naming rights on key asset (e.g., bike park trail, Alpine Escape, Adaptive Sports program)
- Custom advertising and activation opportunities
- A customized combination of winter and summer benefits



Sponsorship Breakdown



	Friend \$1,000	Supporter \$2,500	Champion \$5,000	Partner \$10,000	Community Leader \$15,000
Website Recognition	Linked Name	Linked Logo	Linked Logo	Linked Logo	Linked Logo + Prominent Display
On Mountain Advertising	-	-	3 Placements	4 Placements	6 Placements
Custom Advertising Creative	-	-	✓	✓	✓
Program or Event Connection	-	-	Opportunity	1 Major Event	Presenting Opportunity
Chair Signage	1	1	2	3	4
Tower Signage	-	-	1	2	2
Corporate Season Pass	-	1	2	4	6
Winter Day Pass	2	3	x1 5 Punch Pass	x2 5 Punch Pass	x3 5 Punch Pass
Summer Day Pass	2	3	x1 5 Punch Pass	x2 5 Punch Pass	x3 5 Punch Pass

Summer Breakdown



SUMMER 2027 OPPORTUNITIES

Extend your Mount Sima partnership into Summer 2027 with flexible advertising opportunities. Select individual placements or combine several options to build a summer presence that matches your audience, message, and budget.

ALL SUMMER ADD-ONS INCLUDE:

- 1 summer punch pass
- Recognition as a Summer 2027 partner
- Inclusion in shared summer sponsor appreciation
- The selected advertising placement
- The opportunity to use custom advertising creative, not simply a logo

	What the Sponsor Receives	Investment
Bottom Chair Wall	Large-format advertising beside guests waiting for lift access. Wall is approximate: 4ft x 8ft or 4ft x 16ft	\$700
Beer Garden Planter Signage	Advertising within a social gathering area used by guests, event attendees, and mountain visitors	\$500
Bike Trail Route	Approved trailside advertising connected with one of Mount Sima's summer trail experiences.	\$400
Disc Golf Pro Course	Signage at a selected basket, plus eligible digital recognition through the UDisc course experience.	\$200 per basket
Disc Golf Casual Course	Signage at a selected basket, plus eligible digital recognition through the UDisc course experience.	\$300 per basket

09

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: community@mountsima.com

