



International Snowmobile Manufacturers Association



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www.snowmobile.org * www.gosnowmobiling.org

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Information Sheet on Take a Friend Snowmobiling Campaign Contest

Dear Snowmobile Clubs of America,

The members of the International Snowmobile Manufacturers Association (Arctic Cat, BRP, Polaris, and Yamaha) join the organized snowmobile community in announcing the ***Take a Friend Snowmobiling*** Contest for 2012. State snowmobile association members of the American Council of Snowmobile Association (ACSA) are eligible to win a \$5,000.00 cash prize by sponsoring ***Take a Friend Snowmobiling*** activities throughout their states. Contest events can be held any time between January 1, 2012 and March 31, 2012. The contest forms are self explanatory and are available on the www.gosnowmobiling.org web site. (Just click on the ***Take a Friend Snowmobiling*** logo.)

The event was created to support all snowmobile associations of ACSA and their clubs to enhance and expand their partnership with local Chambers of Commerce, Visitor and Convention Bureaus, snowmobile dealers, and other businesses related to the snowmobiling community. The benefits of winning the \$5,000.00 prize for your state association could mean such things as more trail signs, groomers, and enhancements for trails in your state, with the biggest benefit of all ~ introducing your non-snowmobiling friends to your favorite winter activity. Your club is encouraged to participate in the event and partner with local media, radio stations, television stations, etc in promoting your ***Take a Friend Snowmobiling*** event and your club activities.

Extensive research has shown that a vast majority of non-snowmobilers who live in the snow-belt are very interested in snowmobiling. When asked to rate their interest on a scale of 1 to 10 (10 being the highest level of interest) non-snowmobilers rate their interest at 9!

Research has also shown us that most individuals that live in the snow-belt see snowmobiling as a great way to:

- a. Enjoy the scenery
- b. Get outdoors and have fun with family and friends
- c. Go to unique places and see amazing sights
- d. Have fun in the winter outdoors and be able to go home tired and ready for a good night's sleep.

This is the first annual *Take a Friend Snowmobiling* contest, sponsored by the manufacturers who encourage all snowmobilers to take their non-snowmobiling friends out snowmobiling to enjoy the winter.

We hope your club will participate in a *Take a Friend Snowmobiling* event. Talk with neighboring clubs to participate as well. Let your state association office know about your plans. The events should increase the profile of your club and attract new support and members.

If you would like additional information on the contest or a copy of the contest entry form, please visit www.gosnowmobiling.org web site.

Thank you and we look forward to receiving your contest entry forms and seeing you and your friends out on the trails. THINK SNOW!!!

Sincerely,

Ed Klim

Ed Klim
President ISMA