

APSI BUSINESS PARTNERSHIPS AVAILABLE



THE AUSTRALIAN PROFESSIONAL SNOWSPORT INSTRUCTORS INC. (APSI) AND DEMO TEAM ARE NOW SEEKING OFFICIAL PARTNERS.

Our main charter is the education, training and certification of Australian snowsports instructors, conducting over a hundred events a year.

The APSI commits a large proportion of its net income to research and development of snowsports instruction techniques. We are seeking to make partnerships with businesses who want to not only reach our guests but also support the APSI's work.

Be seen by millions when we endorse your brand and give your company exposure to the vibrant snowsports community.

The APSI has the capability to reach a large and diverse audience. Snowsport guests are typically from a mid to high socio economic background, range in age from toddlers to pensioners, corporate business people to families and there is little gender bias with almost equal participation from males and females.

By the number. because everyone loves stats.

1,000
7,500

number of APSI members actively employed in the snowsport industry.

strong membership base and potential mailing list.

6.5mil

number of clients that APSI members can potentially interact with in any given year. The time spent between the guest and their Snowsports Instructor moves beyond trivial conversation which allows them to create lasting relationships and influence guest opinion.

WE CAN OFFER STRONG, TARGETED SUPPORT AND EXPOSURE FOR YOUR BRAND THROUGH A VARIETY OF MEDIUMS.

- Brand and product placement,
- Online media opportunities,
- Traditional media relationships,
- Rare marketability,
- Or an experience of a lifetime

WE WOULD SUGGEST ONE OF THE FOLLOWING PARTNERSHIP CHOICES OR WE CAN WORK WITH YOU TO DESIGN SOMETHING THAT IS AS INDIVIDUAL AS YOUR NEEDS.

ENTRY-LEVEL PARTNER

Receive access to brand placement and online media choices. Contribution: \$1,000 - \$5,000

- Product placement through access to the APSI Pro-deal program
- Logo placement on select team members clothing
- Visual placement through bumper stickers (subject to price)
- Facebook posts, up to one/month

MID-LEVEL PARTNER

Receive access to brand placement, media opportunities and experience it all first hand. Contribution: \$5,000 - \$15,000

- Access to APSI pro-deal program (product placement)
- Logo and product placement on team members clothing
- Logo placement on event banners
- Facebook posts, up to one/week in winter
- 1/4 page advertisement in APSI magazine
- Connection opportunities with our existing partnerships
- Ride with demo team members at 'Spring Sessions' up to 2x people

PREMIUM LEVEL PARTNER

Receive access to all partnership choices. Contribution: \$20,000+

- Access to APSI pro-deal program (product placement)
- Logo placement on team members outerwear
- Logo placement on event marketing and website
- Facebook posts as needed
- Full page advertisement in APSI magazine
- Company name to be included (where possible) in all official APSI media engagements
- Ride with demo team members and naming rights of 'Spring Sessions', up to 5 people
- Attend an APSI level one instructor course, up to 2 people
- Access to Demo team members for a one day media engagement, subject to availability

EXCLUSIVE LEVEL PARTNER

Exclusive partner of the APSI demo team. Contribution: \$60,000+

- All partnerships will be subject to negotiation and include additional access to demo team members for media engagements
- logo placement on all APSI uniforms, event bibs and signage to provide maximum exposure for your companies name/brand



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