

SPONSOR INTRODUCTION

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Seeking sponsorship for an innovative adventure sports and tourism attraction
The first dry snow sports facility in Australia

Introduction: Dry SnowSports WA

Dry SnowSports WA is an exciting new ski park development set on 42 hectares of scenic, undulating countryside only 1.2 hours south of Perth in Waroona, Western Australia.

The property will adjoin **Forest Edge Recreation Camp** (winner of the WA Regional Small Business Award 2015 and Alcoa Peel Business Excellence Award (5-10 Employees Category) 2015).

Shire Approval for this project was confirmed in November 2015 after four years of snow sports industry research; feasibility studies; analysis; consultation; ski park operation work placements and industry networks developed across Australia and internationally by proprietors Graeme and Sonia Watson.

Construction at the Dry SnowSports WA site is scheduled to commence in mid-February 2016 with the slopes installed and open for action later in the year.



Panorama of ski slope site at Dry SnowSports WA overlooking jarrah forests and green pastures out to the west coast

Seeking Sponsorship Partners

Dry SnowSports WA is seeking high profile sponsors who are leaders in their field and recognised for making a positive commitment to the community. Your generous sponsorship will attract and engage a new audience to your business whilst enhancing the amenities of an innovative new outdoor ski park.

By partnering with your business, we can make this development an iconic attraction for Western Australia. Sponsorship opportunities are only limited by your imagination and we are keen to be creative, bold and an incredibly valuable investment for your brand and organisation.

Contact Dry SnowSports WA today!

First Major Sponsor Announced

The proprietors of **Dry SnowSports WA** are delighted to announce our first major sponsor has been confirmed with world-class ski resort specialists from Victoria - **Mt Buller**.

Discussions are now underway with other potential esteemed sponsors who would like to join us in our mission to establish **Dry SnowSports WA** (and **Forest Edge Recreation Camp**) as an iconic outdoor recreation, snow sports and adventure tourism destination in Western Australia.

Dry SnowSports WA Features

Features of our outdoor snow sports facility will include:

- Alpine Peak central hub building: cafe and viewing deck; reception and customer service counters; equipment hire and fitting area; retail displays; function and conference room; and change rooms
- Nursery / training slope (ski, snowboard, toboggan)
- Downhill slope (ski, snowboard, toboggan, ringos [tubes] and terrain park activities)
- Electric surface ski (poma) lift
- Ski and snowboarding tuition
- Group, school and club training programs
- Competitions, school carnivals and events
- Online pre-booking service and group reservations
- Car, coach and bus parking
- Eco friendly water recycling and solar power systems



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Media Interest

Dry SnowSports WA has captured the imagination of the Western Australian businesses and the community with statewide media interviews and stories taking place since the announcement of this new attraction in late November 2015.

- Featured on Today Tonight (Channel 7)
- West Australian Newspaper front page and story, page 7
- Channel 9 News and GWN7 News stories
- Radio interviews and commentary e.g. ABC Radio Bunbury; 94.5 FM; 6PR; Nova FM; and Coast FM
- 'Snowriders WA' social media pages (new attraction announcement received over 13,000 views in 7 days)
- Tourism Western Australia and other tourism, sport, recreation, news and community websites, newsletters and social media channels

Visit www.drysnowsports.com.au to view media stories and see a dry ski slope in action on the revolutionary surface 'Proslope' - described as the closest and most realistic surface to snow.

What Does a Dry Snow Sports Facility Look Like?

Pictured below is a great example of a high quality dry snow sports facility in the United Kingdom - Snowtrax Alpine Activity Centre, from which Dry SnowSports WA has gained inspiration.



How Can You Get Involved as a Sponsor?

An exciting opportunity is now available to sponsor Dry SnowSports WA and promote your product, service or business to the world...



Major naming rights sponsorship for iconic annual events and competitions are a great way to gain high profile promotion and media attention.

Key elements of the business may also be open to naming rights such as the Downhill Slope; Toboggan Run; Terrain Park; Ski Lifting Systems; Function and Conference Room; Cafe; Viewing Deck; Instructor/Staff Uniforms etc.

Signage (on and off premise) is an ideal way to promote your product to the thousands of visitors photographing and filming their snow sports adventures on the slopes.

Contact us for a list of potential ideas to get your creative juices flowing. We would be delighted to discuss your specific company needs and how, as a business Dry SnowSports WA can promote and collaborate with your company and brand with our vision for the future.

Dry SnowSports WA will adjoin Forest Edge Recreation Camp, an Accredited Tourism Business and 2015 Business Awards Winner

