

Partnership

MOUNT WASHINGTON X YOU



MT. WASHINGTON
ALPINE RESORT

22
23

TRULY COASTAL

Here you are, gazing out at the Comox Valley wilderness and blue-green waters of the Salish Sea. Your senses come alive as you carve within a serene landscape of wide, floating turns on a white ocean of powder (11 metres average annual snowfall, to be exact). This wondrous place is Mount Washington Alpine Resort, a unique playground offering endless adventures to fuel your soul and ignite your spirit.

ABOUT

Mt. Washington Alpine Resort is a year-round recreation destination located on Vancouver Island, British Columbia. In the winter, guests enjoy accessing over 1,700 acres and 505 vertical metres of alpine terrain, 55kms of cross-country skiing, and 25kms of snowshoe trails, along with a dedicated Nordic lodge Tube Park and Fat Bike trails. Far from ordinary, the resort is home to a rising generation of Winter Olympic and Team Canada Athletes.

OUR PEOPLE

Mount Washington's Audience



"97% of Mount Washington customers are Vancouver Island Residents. Speaking to our consumers is speaking to Islanders."



Appeal to senses and emotions: adrenaline, fun, adventure, family, togetherness, community and nostalgia.



Our ideal users are young active families, particularly those with a passion for outdoor adventure.



OUR GENERAL AUDIENCE

~800,000 people on Vancouver Island



~42,200



~34,500



~10,600



~68,000

WINTER 2022/23

Partnership Opportunities

In conjunction with our like-minded partners, Mount Washington Alpine Resort seeks to enhance our guest experience and support returning to mountain events in winter 2022/23. We are flexible in our ability to collaborate. We are looking for consumable goods and products partners, event funding and promotion, or simple vendor-style partnerships. If any of this can benefit your brand, we would love to discuss further collaboration.

The Mount Washington team will integrate your brand's logo into event experiences where both parties feel it adds value to brand entities. Whether in-person or online, we can help produce messages to engage with participants throughout their experience at the resort and in the sport.

Partners are encouraged to provide any desired in-resort branded materials (signs, tents, banners, flags, logos etc.) as well as consumables or giveaway token items for guests. Partners are welcome to be present during events and can be granted complimentary entry if desired.

As always, the Mount Washington Alpine Resort team is open to your creative suggestions on how we can each benefit through our collaboration in the great outdoors.

www.mountwashington.ca/events



~700,000
annual unique users
mountwashington.ca



~325,000
winter visits in person
97% local islander's



Growing & loyal
base of Season
Pass Holders



Vancouver Island's
largest employer:
averaging 750 Winter
Team Members



Branded infrastructure
at registration, on hill,
finish area & podiums



Branded recognition
on the resort's website &
email to subscribers



Inclusion on all
social media & on-site
promotional materials



Complimentary
entry into the event
and day-of lift access

At a Glance

2022/23 MW Event Opportunities



DECEMBER

9-10 ❖ Opening Day/Weekend



Seasonal opening celebrations, skiers come at the crack of dawn to wait in line with friends/family for first chair. Dj's prizes, and more.

12-16 ❖ Discovery Days - Learn to Ski FREE

The best deal of the season for those new to snow sports! Encouraging beginners to try skiing or snowboarding (Nordic too!) with a complimentary lesson/rental/ticket any day all week!

19-30 ❖ Christmas in the Alpine

Holiday spirit in the alpine includes après, giveaways, Santa visit's, NYE parties and more!

FEBRUARY

10th ❖ Ski Patrol Appreciation Day



Our patrollers work tirelessly around the mountain, performing avalanche control every morning and saving lives throughout the day out on the hill. We want to thank the Mount Washington ski patrollers and patrollers worldwide for protecting us, our friends, and our family so we can have a wonderful winter season out on the slopes.

20th ❖ Family Day Food Drive

This season on Family Day, be a SOUPer Hero, wear your capes, and bring a can of soup or another non-perishable item to donate to the Comox Valley Food Bank. The past few years have been extremely hard on everybody, but being able to come to the mountain to ski, more often than not, means we are also well-fed. We'd like to help those who, on top of every other stressful event in the past two years, have not had sufficient access to nutrition. All guests and staff visiting Monday, February 20th, are to bring at least one item to donate to the local food bank. If you are unable to bring food up to the mountain, monetary donations greatly assist the food bank with their purchasing.

JANUARY

22nd ❖ Avalanche Awareness Day

Lean from Adventure Safe BC and our Ski Patrol about variable snow conditions, and pick up learning resources (& prizes!)

?? ❖ Open to YOUR event ideas!

Let's chat collaboration opportunities to bring more fun to the mountains this winter season.

LET'S MAKE IT ALL HAPPEN!
Working together to bring your mountain event ideas to life.



MARCH

27-31 ❖ Womens Week

Women's Week Packages featuring customized lessons, lunches and experiences all week! A program taught & designed for women to encourage more participation and advancement.

3-5 ❖ Vancouver Island Pride

Vancouver Island's Winter Pride in the Mountains is Back March 3-5, 2023!

"We can't wait to see everyone at one or all of the events. These events are not just for the LGBT2Q+ community, we warmly welcome all allies to join in on the celebrations," Dustyn, Peak Pride Executive Producer

24-26 ❖ Nordic Fest

Join us for our second annual Nordic Fest at the Raven Lodge, sign up for specialty Cross Country Ski clinics, Guided Snowshoe tours, live music and more! This winter, it is being held the same weekend as the Vancouver Island Loppet, which is a great opportunity for those seasoned race veterans or those just looking to get into ski racing, all in a pressure free and inclusive environment.

APRIL

8th ❖ Dummy Downhill

Teams join up to build a crash dummy to send down the landing strip of snow at the bottom of the hill; may the most ridged dummy win! A beloved community event.

9th ❖ Slush Cup

Get out your leis, and join the Island Vibes. Pond-skim your way into spring on the last day of our ski season.



Reoccurring Events This Season

Fridays ❖ Friday Night Rail Jams

Strut your stuff at our free-to-enter evening Rail Jam! Show us your best moves and take home some wicked prizes. Mount Washington's Friday Night Rail Jam series kicks off on March 3-25, 2023 from 5-7 pm. Jams will be held in our custom Rail Park built right outside the Alpine Lodge every Friday night until the end of March.

Fridays ❖ Karaoke in Teds

You're the star! Get on stage for the ultimate karaoke experience, backed by a live band who know all the classics. Starting January 6th till March 24th.

Thursdays ❖ Music Bingo in Teds

Classic pub music trivia, each Thursday night in Teds.

Saturdays ❖ Live Music in Teds

Enjoy live music during après and let the party continue after dark! Teds hosts a variety of bands and DJ's throughout the year.

Fridays, Saturdays & Holidays ❖ Snowshoe Fondue at Raven Lodge

The most popular activity sans-ski! Our weekly snowshoe fondue out of Raven Lodge is a favourite among all abilities.

www.mountwashington.ca/events



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