




www.nysnowmobilewebmap.com

*Thank you to all businesses
who participated in the web map's first year!*

Your support of this new endeavor and willingness to try something different is greatly appreciated, thanks. It's been a pleasure meeting many of you in person or over the phone. I'm sorry I couldn't stop by to see all of you.

Considering the abundant snowfall, NOT!, the website did well. We had nearly 13,000 visitors use the web map from all over the country, with the majority from NY, as expected. See the enclosed Google Analytics report for a breakdown.

Announcing for 2010-2011 Season 

- * Map expansion to the east and west
- * YouTube videos and Facebook marketing
- * New advertising opportunities

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Sponsorship levels for 2010 - 2011 season

Basic sponsorship

Based on Google analytics tracking, prices for 2010-2011 will be as follows:

Food/Beverages/Spirits, Fuel/Food, Lodging, Snowmobile Dealers/Parts/Repair businesses: \$70 per year

Attractions, Automotive, Construction, Insurance, Real Estate, Shopping, Sports/Recreation, Other businesses: \$50 per year

Discount for two or more businesses: 50% savings for each additional business

Premium sponsorship level 1

Print out your own custom maps to give your patrons with your own promotional advertising included. See the enclosed North Woods Inn example. You must provide your own advertising copy. Ads can be changed as often as you like throughout the season, although no more frequently than once a week. You must have color printing capability available.

\$ 150 per year

Premium sponsorship level 2

Be the only ad on the website's home page. Please supply your own ad copy.

Your ad will run for an entire month. December, January, February or March is available. First come, first served. November a possibility depending on demand.

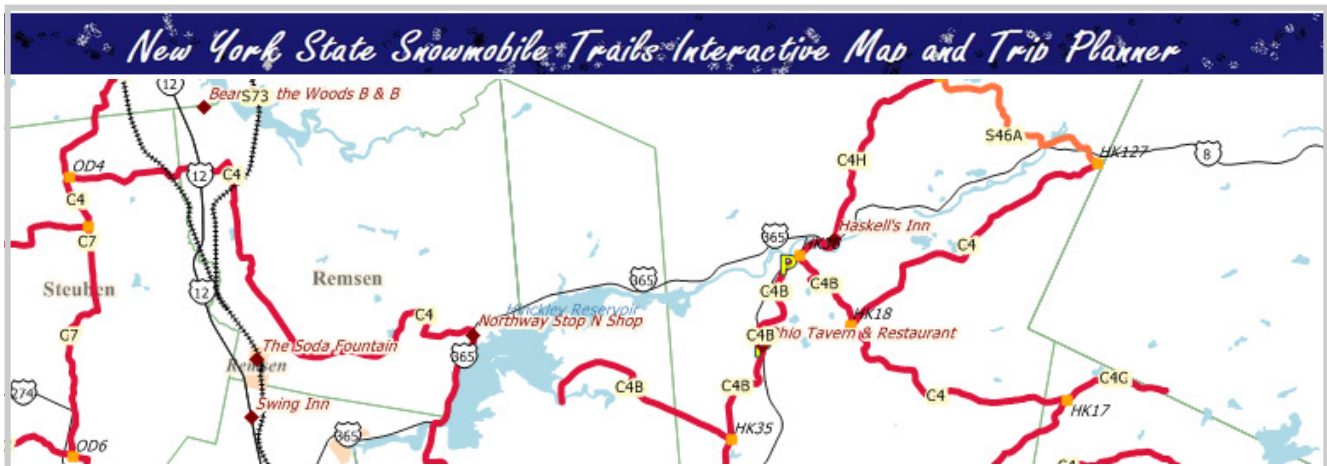
\$ 500 for one month during peak season

How is the site being marketed and monitored?

- * Ads in NYSSA online magazine, CAA mailer/brochure, on webcam sites
- * At trade shows and events throughout the region
- * Through links from other sites
- * Press releases to all area newspapers
- * E-mail notification to all NY and surrounding states' snowmobile clubs
- * Handing out business cards with the URL and brief description of the site, everywhere!
- * Through the latest search engine optimization techniques
- * Google Analytics used to track visitors to site

Benefits for Your Business

- * Your business name and symbol in the interactive map and in the GPS and smart cell phone download files
- * Your map listing includes all contact information, website link, short descriptive paragraph so you can "strut your stuff", and the GPS coordinates of your location
- * Your choice of one or more categories to list your business
- * User can find you visually within the map or search for you:
 - By Category, By Name, By Town
 - By distance from a particular trail
 - By Keyword (ie, pizza or Yamaha or Victorian)
- * Website marketing can be tracked



If your business already participates:

You don't have to do anything right now. Your invoice will go out via e-mail in August, payable by September 15th please. If you would like to take advantage of one of the new premium sponsorships, please e-mail me or call to let me know as soon as possible.

If your business did not participate the first year:

Enclosed is a participation form, please mail back as soon as possible. Your invoice will go out via e-mail in August, payable by September 15th please. If you would like to take advantage of one of the new premium sponsorships, please e-mail me or call to let me know as soon as possible.

We hope you will join us!



Special recognition goes out to these businesses who took advantage of the free promotional advertising on the website's home page this past season, hope it helped! In order of week shown: Fox Powersports, the Lanterns, North Street Snowmobile Parts, Daiker's, Holly Woodworking, Whitcomb Auto, Bear Inn the Woods, Parillo's Armory Grill, A.M. Blask Realty, and The Victorian Country Bed & Breakfast.