

RCMP Funds to Support Ski Oregon 2006-07

Ski Oregon (and the Ski Oregon members) aim to drive more overnight stays and tourism dollars during the non-peak/shoulder seasons for many of Oregon's tourism destinations.

Following are ideas for ways that RCMP funds could be used to support Ski Oregon and Oregon's Snowsport Industries:

- Supporting the **Ski Oregon publication** – by placing (co-op) ads for your region's winter opportunities; Ski Oregon Magazine has 100,000 copies printed and distributed annually
- Supporting the **Ski Oregon website** – becoming a website sponsor: placement of your logo on the front page and your own section on the "Ski Oregon Sponsors" page, under "About Ski Oregon"
- Purchase of new pull-down banners for the upcoming trade shows Ski Oregon plans on attending: Ski Dazzle (LA, CA), Ski Fever (Portland, OR), Go West Summit (Portland, OR), Mountain Travel Symposium (Whistler, Canada)
 - **Pull-down banners from each region** (with winter recreation opportunities); create a trade show booth that represents each ski area and the regions each area is located; utilize those displays at attended trade shows
- **Trade show participation** specific to skiing/winter recreation
 - Ski Dazzle (LA, CA)
 - Mountain Travel Symposium (Whistler, Canada)
- Support of a **billboard campaign** promoting the entire state of Oregon and the winter opportunities throughout the state (billboards possibly located in Sacramento, San Francisco, Vancouver WA, Olympia, Seattle, Tri-Cities, Boise)
 - Data from W+K, shows the effectiveness of billboards (Out of Home Advertising) for Ski Oregon's target market

If you have any questions or would like to discuss these opportunities in detail, please contact Jerry Krieg at jerry@skioregon.org or 541.519.8602.