

SNOWMOBILE  
MOTONEIGE



[www.snowmobilenb.com](http://www.snowmobilenb.com)

Sled together. Explore forever.  
Motoneige ensemble. Explorez pour toujours.

SNOWMOBILE – MOTONEIGE NB

## Become a Valued Partner in New Brunswick's Winter Adventure Network

Every winter, Corporate Partners play a vital role in supporting Snowmobile - Motoneige NB (SMNB). Your contribution directly strengthens our 8,000+ kilometers of world-class "White Gold" trails by helping enhance grooming operations, signage, infrastructure, and overall trail quality.

For more than 44 seasons, our dedicated volunteers and member clubs have delivered safe, organized, and memorable snowmobiling experiences for riders, tourists, communities, and partners across New Brunswick.

By partnering with SMNB, you join a passionate network committed to promoting winter tourism, supporting rural economies, and enriching the snowmobiling lifestyle. In appreciation of your support, we actively promote your business and encourage riders to choose Partner-endorsed products and services.



SNOWMOBILE  
MOTONEIGE



[www.snowmobilenb.com](http://www.snowmobilenb.com)

Sled together. Explore forever.  
Motoneige ensemble. Explorez pour toujours.

## CORPORATE PARTNERSHIP LEVELS

SMNB offers six levels of Partnership designed to suit organizations of any size. Each level includes defined promotional benefits delivered by SMNB in recognition of your support.

### Exclusive Level – Fee Negotiable

A full customized partnership opportunity providing premium visibility and tailored promotional benefits.

### Level 1 – \$7,500

Our highest standard tier, offering exceptional exposure across SMNB platforms and initiatives.

### Level 2 – \$4,000

High-value partnership with strong visibility. *Limited to three (3) partners.*

### Level 3 – \$2,500

Focused promotional benefits designed for growing businesses. *Limited to (2) partners.*

### Level 4 – \$1,500

A streamlined partnership for organizations seeking a consistent presence.  
*No partner combinations available.*

### Level 5 – \$750

An accessible entry-level partnership ideal for small businesses and local supporters.  
*No partner combinations available.*

## Partner With Us

Join our network of organizations dedicated to supporting safe, sustainable, and exciting snowmobiling experiences across New Brunswick. Together, we can continue to grow winter tourism and enhance one of Canada's premier trail systems.

Learn more at:

[www.snowmobilenb.com](http://www.snowmobilenb.com)

**SNOWMOBILE  
MOTONEIGE**



www.snowmobilenb.com

Sled together. Explore forever.  
Motoneige ensemble. Explorez pour toujours.

## 2026-2027 CORPORATE PARTNERSHIP LEVEL COMPARISON

	Exclusive	Level 1	Level 2	Level 3	Level 4	Level 5
Member Access	✓	✓	✓			
Digital Exposure – Logo on Website	✓	✓	✓	✓	✓	✓
Digital Exposure – Banner Ad on Website	✓	✓	✓	✓		
Interactive Trail Map Exposure – Logo on Interactive Map	✓	✓	✓	✓	✓	
Interactive Trail Map Exposure - Trip Planning	✓	✓	✓	✓	✓	
Interactive Trail Map Exposure – Link to Your Website	✓	✓	✓	✓	✓	
Printed Trail Map – Ad	DOUBLE PANEL	FULL PANEL	3/4 PANEL	1/2 PANEL	1/4 PANEL	
Printed Trail Map – Logo in Legend Box on Paper Map	✓	✓	✓			
Trail Permit Branding – Exclusive Partner Logo on Decals	✓					
Trail Permit Branding – Trail Permit Sell Sheets Logo	✓	✓	✓	✓		
SMNB Communications – Logo on Stationary	✓	✓	✓			
SMNB Communications – Access to Club Mailouts	✓	✓	✓	✓	✓	✓
SMNB Communications – Facebook Ad Opportunity	✓	✓	✓	✓		
SMNB Communications – Annual Report Recognition	✓	✓	✓	✓	✓	✓
SMNB Trailers Advertising – Logo on SMNB Trailers	✓	✓	✓	✓		
AGM Marketing	✓	✓	✓	✓	✓	✓
Lottery Program Visibility – Donated Prize	✓	✓	✓	✓	✓	
Exclusive VIP Experience – Invite to President’s Ride	✓	✓	✓			

**Become a Valued Partner in New Brunswick’s Winter Adventure Network!**

SNOWMOBILE  
MOTONEIGE



www.snowmobilenb.com

Sled together. Explore forever.  
Motoneige ensemble. Explorez pour toujours.

## SMNB LEVEL 1 PARTNERSHIP

PREMIUM VISIBILITY • MAXIMUM REACH • HIGH-VALUE EXPOSURE

Become an SMNB Level 1 Partner and gain unmatched access to New Brunswick's snowmobiling community. This tier delivers **high-impact visibility**, **strategic brand placement** and **direct engagement** with thousands of active riders.

### Member Access

- Connect with thousands of active snowmobilers with direct access to the current SMNB membership list (volume varies by privacy opt-ins).

### Digital Exposure

- Your Corporate logo prominently displayed on the SMNB website with a link to your business.
- Banner advertisement showcased on the SMNB homepage for increased brand visibility.

### Interactive Trail Map Exposure

- Your logo displayed on the SMNB's digital Interactive Trail Map
- Trip-planning feature guides riders' exact distance to your doorstep.
- Link capability to your website from your map location.

### Printed Trail Map

- **Full-panel premium advertisement** in the SMNB Paper Trail Map.
- Colour logo featured in the legend box and printed directly on the map at your physical business location.
- Distributed to riders, clubs and tourism operators every season.

### Trail Permit Branding

- Your Corporate logo featured on 25,000 SMNB Trail Permit Sell Sheets – high-frequency seasonal visibility.

### SMNB Communication

- Logo featured on official SMNB stationery.
- Access to internal club mailouts (content approval required).
- Optional Level 1 Partner plaque available upon request.
- Facebook sharing opportunities for approved content.
- Recognition in the SMNB Annual Report, distributed to member clubs, funding partners, and relevant government and industry organizations.

### SMNB Trailer Advertising

- Corporate logo prominently displayed on SMNB 2-place and 4-place snowmobile trailers – **rolling billboards across New Brunswick**. High visibility mobile advertising.

### AGM Marketing

- Opportunity to showcase your products/services at the AGM (150 club leaders).
- Recognition during AGM program.
- Logo displayed on-site at the event.

### Lottery Program Visibility

- Recognition for prize donation.
- Logo featured on 20,000 lottery tickets and 2,000 posters.

### Exclusive VIP Experience

- Exclusive VIP invitation to the President's Ride – premium networking with leaders in New Brunswick's snowmobiling community.

**Partner with SMNB – Connect with a Passionate, Province-Wide Audience.**

SNOWMOBILE  
MOTONEIGE



www.snowmobilenb.com

Sled together. Explore forever.  
Motoneige ensemble. Explorez pour toujours.

## SMNB LEVEL 2 PARTNERSHIP

**PREMIUM VISIBILITY • HIGH-VALUE ENGAGEMENT • PROVINCE-WIDE REACH**

Become an SMNB Level 2 Partner and position your brand directly in front of New Brunswick's snowmobiling community – one of the province's most active, loyal and high-engagement outdoor audiences.

This package delivers **year-round visibility** across digital, print and events.

### Member Access

- Connect with thousands of active snowmobilers with direct access to the current SMNB membership list (volume varies by privacy opt-ins).

### Digital Exposure

- Your Corporate logo prominently displayed on the SMNB website with a link to your business.
- Banner advertisement showcased on the SMNB homepage for increased brand visibility.

### Interactive Trail Map Exposure

- Your logo displayed on the SMNB's digital Interactive Trail Map.
- Trip-planning feature guides riders' exact distance to your doorstep.
- Link capability to your website from your map location.

### Printed Trail Map

- 3/4 panel premium advertisement in the SMNB Paper Trail Map.
- Colour logo featured in the legend box and printed directly on the map at your physical business location.
- Distributed to riders, clubs and tourism operators every season.

### Trail Permit Branding

- Your Corporate logo featured on 25,000 SMNB Trail Permit Sell Sheets – high-frequency seasonal visibility.

### SMNB Communication

- Logo featured on official SMNB stationery.
- Access to internal club mailouts (content approval required).
- Optional Level 2 Partner plaque available upon request.
- Facebook sharing opportunities for approved content.
- Recognition in the SMNB Annual Report, distributed to member clubs, funding partners, and relevant government and industry organizations.

### SMNB Trailer Advertising

- Corporate logo prominently displayed on SMNB 2-place and 4-place snowmobile trailers – *rolling billboards across New Brunswick*. High visibility mobile advertising.

### AGM Marketing

- Opportunity to showcase your products/services at the AGM (150 club leaders).
- Recognition during AGM program.
- Logo displayed on-site at the event.

### Lottery Program Visibility

- Recognition for prize donation.
- Logo featured on 20,000 lottery tickets and 2,000 posters.

### Exclusive VIP Experience

- Exclusive VIP invitation to the President's Ride – premium networking with leaders in New Brunswick's snowmobiling community.

**Partner with SMNB – Connect with a Passionate, Province-Wide Audience.**

SNOWMOBILE  
MOTONEIGE



www.snowmobilenb.com

Sled together. Explore forever.  
Motoneige ensemble. Explorez pour toujours.

## SMNB LEVEL 3 PARTNERSHIP

### Digital Exposure

- Your Corporate logo prominently displayed on the SMNB website with a link to your business.
- Banner advertisement showcased on the SMNB homepage for increased brand visibility.

### Interactive Trail Map Exposure

- Your logo displayed on the SMNB's digital Interactive Trail Map.
- Trip-planning feature guides riders' exact distance to your doorstep.
- Link capability to your website from your map location.

### Printed Trail Map

- 1/2 panel advertisement in the SMNB Paper Trail Map.
- Distributed to riders, clubs and tourism operators every season.

### Trail Permit Branding

- Your Corporate logo featured on 25,000 SMNB Trail Permit Sell Sheets – high-frequency seasonal visibility.

### SMNB Communication

- Access to internal club mailouts (content approval required).
- Optional Level 3 Partner plaque available upon request.
- Facebook sharing opportunities for approved content.
- Recognition in the SMNB Annual Report, distributed to member clubs, funding partners, and relevant government and industry organizations.

### SMNB Trailer Advertising

- Corporate logo prominently displayed on SMNB 2-place and 4-place snowmobile trailers – *rolling billboards across New Brunswick*. High visibility mobile advertising.

### AGM Marketing

- Opportunity to showcase your products/services at the AGM (150 club leaders).
- Recognition during AGM program.
- Logo displayed on-site at the event.

### Lottery Program Visibility

- Recognition for prize donation.
- Logo featured on 20,000 lottery tickets and 2,000 posters.

**Partner with SMNB – Connect with a Passionate, Province-Wide Audience.**

**SNOWMOBILE  
MOTONEIGE**



[www.snowmobilenb.com](http://www.snowmobilenb.com)

Sled together. Explore forever.  
Motoneige ensemble. Explorez pour toujours.

## SMNB LEVEL 4 PARTNERSHIP

### Digital Exposure

- Your Corporate logo prominently displayed on the SMNB website with a link to your business.

### Interactive Trail Map Exposure

- Your logo displayed on the SMNB's digital Interactive Trail Map.
- Trip-planning feature guides riders' exact distance to your doorstep.
- Link capability to your website from your map location.

### Printed Trail Map

- 1/4 panel advertisement in the SMNB Paper Trail Map.
- Distributed to riders, clubs and tourism operators every season.

### SMNB Communication

- Access to internal club mailouts (content approval required).
- Optional Level 4 Partner plaque available upon request.
- Recognition in the SMNB Annual Report, distributed to member clubs, funding partners, and relevant government and industry organizations.

### AGM Marketing

- Opportunity to showcase your products/services at the AGM (150 club leaders).
- Recognition during AGM program.
- Logo displayed on-site at the event.

### Lottery Program Visibility

- Recognition for prize donation.
- Logo featured on 20,000 lottery tickets and 2,000 posters.

**Partner with SMNB – Connect with a Passionate, Province-Wide Audience.**

SNOWMOBILE  
MOTONEIGE



www.snowmobilenb.com

Sled together. Explore forever.  
Motoneige ensemble. Explorez pour toujours.

## SMNB LEVEL 5 PARTNERSHIP

### Digital Exposure

- Your Corporate logo prominently displayed on the SMNB website with a link to your business.

### Interactive Trail Map Exposure

- Your logo displayed on the SMNB's digital Interactive Trail Map.
- Trip-planning feature guides riders' exact distance to your doorstep.

### Printed Trail Map

- Shared ad space if available in the SMNB Paper Trail Map.
- Distributed to riders, clubs and tourism operators every season.

### SMNB Communication

- Access to internal club mailouts (content approval required).
- Optional Level 5 Partner plaque available upon request.
- Recognition in the SMNB Annual Report, distributed to member clubs, funding partners, and relevant government and industry organizations.

### AGM Marketing

- Opportunity to showcase your products/services at the AGM (150 club leaders).
- Recognition during AGM program.
- Logo displayed on-site at the event.

**Partner with SMNB – Connect with a Passionate, Province-Wide Audience.**