



canadianavalancheassociation

# Partner Opportunities





## Partner Opportunities

The Canadian Avalanche Association (CAA) represents 1000+ snow safety professionals. Practitioners in avalanche terrain, our members protect the public and property from avalanche hazard on highways, in parks and at commercial operations. As program managers, guides and instructors, they have a wide sphere of influence.

Developing search and rescue protocol, avalanche safety training curriculum and models for assessing avalanche hazard, CAA members are recognized as leaders in the avalanche industry. Our partnership program is an opportunity to align your brand with this respected group. As partners, we can link you to an international network and significantly increase visibility of your equipment or services.



# Principal Partner

## \$15,000

**InfoEx:** Developed and supported by the CAA, InfoEx is a private communication tool used by commercial operations and businesses who employ avalanche practitioners. Logos on daily reports of avalanche hazard and events reach over 2300 subscribers daily.

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**The Avalanche Journal:** The journal of Canadian avalanche professionals is published three times annually and reaches over 4000 readers. Principal partners receive a full page colour ad per issue. (valued at \$3000)

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**CAA annual spring conference and AGM:** 300+ members/day attend this week-long event. Branded banners and schedules, slides in presentations, and coffee breaks acknowledge principal partner support. Includes a booth at our trade fair, which gives you a physical presence and allows you to interact personally with CAA members.

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**CAA website:** Principal partners slides are included in our homepage carousel. Our partner page features logos and links to partner websites for each tier. Semi-annually, a principal partner ad will be featured on our homepage.

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**Communications:** Four Partner Update emails, each reaching an audience of 1000+ CAA members. Principal partners also receive an associate membership and a subscription to *The Avalanche Journal*.

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**CAA logo use:** Principal partners may use our logo on approved materials.

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**Further opportunities:** Principal partners will be offered the opportunity to partner on new products and promotions, including co-branded items.

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# Premier Partner

## \$10,000

***The Avalanche Journal:*** The journal of Canadian avalanche professionals is published three times annually and reaches over 4000 readers. Premier partners receive a full page colour ad (2 issues), and one ½ page colour ad (third issue). (valued at \$2,500)

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**CAA annual spring conference and AGM:** 300+ members/day attend this week-long event. Branded banners and schedules, slides in presentations, and coffee breaks acknowledge principal partner support. Includes a booth at our trade fair, which gives you a physical presence and allows you to interact personally with CAA members.

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**CAA website:** Premier partner slides are rotated into our homepage carousel. Our partner page features logos and links to partner websites for each tier. Semi-annually, we place a premier partner ad on our homepage.

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**Communications:** Three Partner Update emails, each reaching an audience of 1000+ CAA members. Premier partners also receive an associate membership and a subscription to *The Avalanche Journal*.

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**CAA logo use:** Premier partners may use our logo on approved materials.

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**Further opportunities:** Premier partners will be offered the opportunity to partner on new products and promotions, including co-branding.

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# Select Partner

\$5,000

**The Avalanche Journal:** The journal of Canadian avalanche professionals is published three times annually and reaches over 4000 readers. Select partners receive a ½ page colour ad in two issues. (value \$1000)

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**CAA annual spring conference and AGM:** 300+ members/day attend this week-long event. Banners and schedules, slides in presentations, and coffee breaks acknowledge select partner support. Includes a booth at our trade fair, which gives you a physical presence and allows you to interact personally with CAA members.

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**CAA website:** Our partner page features logos and links to partner websites for each tier. Annually, select partners receive an ad on our homepage.

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**Communications:** Two Partner Update emails, each reaching an audience of 1000+ CAA members. Select partners also receive an associate membership and a subscription to *The Avalanche Journal*.

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**Further opportunities:** Select partners will be offered the opportunity to partner on new products and promotions.

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# Foundation Partner

\$2,500

***The Avalanche Journal:*** The journal of Canadian avalanche professionals is published three times annually and reaches over 4000 readers. Foundation partners receive a ¼ page colour ad in each issue. (value \$900)

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**CAA annual spring conference and AGM:** 300+ members/day attend this week-long event. Partner banners and slides in presentations recognize foundation partner support. Includes a booth at our trade fair, which gives you a physical presence and allows you to interact personally with CAA members.

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**CAA website:** Our partner page features logos and links to partner websites for each tier.

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**Communications:** One branded member news email, which reaches an audience of 1000+ CAA members. Foundation partners also receive an associate membership and a subscription to *The Avalanche Journal*.

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Shared information and strong community form the foundation in building the successful management of high risk, high consequence careers. Your contributions assist us in providing member services and developing programs to advance professionalism, support people, and ensure safety.

To join our community, or to arrange a custom package, please contact our communications specialist,

**Jill Macdonald**. [jmacdonald@avalancheassociation.ca](mailto:jmacdonald@avalancheassociation.ca)



avalanche**association**.ca