



Reach 20,000 Skiers/Snowboarders

After a day on the slopes, families will receive a Powder Series Discovery Bag filled with **great products and valuable coupon offers to explore on the drive home.**

This is an opportunity to be part of a fun & friendly sampling concept to **drive your brand's awareness and build future sales** at a very competitive cost per inclusion.



Dates & Locations

February 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20 	21 	22	23	24	25	26
27 	28	Family Day Weekend				

*Dates and locations are subject to change.

Activation Details

Discovery Bags will be distributed by our Powder Series Ambassadors as guests leave the resort.

Partners confirmed by January 31st will have logos included on a shared 'Thank You and Drive Safe' banner.

Partner Opportunities

Samples:

20,000 items = \$23,400 (\$1.17 per)*

10,000 items = \$13,500 (\$1.35 per)*

Coupons Only:

20,000 inserts - \$10,000 (\$0.50 per)

Note: Coupon inclusion at no additional cost for full series sampling partners.

*Final pricing depends on size and weight of products provided. Samples must be received by January 28th, 2022. Coupon creative due by January 19th, 2022.

CONTACT POWDERSERIES@INFLUENCEMARKETING.CA FOR MORE INFORMATION.