



Once again, the Klondike Visitors Association (KVA)—in partnership with the Alaska Trailblazers—is getting ready for the 21<sup>st</sup> annual **Trek Over the Top!** This international snowmobile run from Tok, Alaska to Dawson City, Yukon attracts hundreds of off-season visitors, and dollars, to our community.

If you are interested in helping support this local event, while also promoting your business, we have a couple of ways you can help:

#### **TREK-AROUND-TOWN COUPON BOOK:**

Push some winter traffic to your business by being a part of the Trek-Around-Town coupon book. As an added incentive to get visitors into your establishment, all coupons used will be put into a draw for additional prizes. The booklet is received by all Trekkers upon arrival in Dawson, and contains everything they need for the weekend, including itineraries, meal vouchers, and of course, your coupons!

The KVA will provide your business with a ballot box and a sign recognizing your sponsorship. We will also coordinate coupon pickup (5pm on Saturday March 8<sup>th</sup>).

#### **DONATE PRIZES:**

Donating a little piece of Dawson to this event is a great way to gain exposure and encourage Trekkers to visit your business. Prizes are awarded throughout the weekend event, meaning your sponsorship will be recognized repeatedly to participants and residents alike. Furthermore, Trekkers who win your great prize are fantastic ambassadors because they show off your merchandise and/or bring their family and friends to your establishment. Most importantly, Trekkers love to share their stories, and word-of-mouth endorsements could mean repeat or future customers for your business.

The KVA appreciates your generous support and looks forward to hearing from you. If you have any questions, or would like to discuss either of these sponsorship options further, please contact Justine Hobbs at 993-5575 or [jhobbs@dawson.net](mailto:jhobbs@dawson.net).

Sincerely,

Justine Hobbs  
Marketing & Events Assistant

# SPONSORSHIP OPTIONS Request Form

Please return your completed form to the Klondike Visitors Association by fax (993-6415), email ([jhobbs@dawson.net](mailto:jhobbs@dawson.net)), mail (PO Box 389), or in person at the KVA office (King and Front; upstairs).

## PLEASE CHECK ALL THAT APPLY

I'D LIKE TO SUBMIT THE EXACT SAME COUPON AS LAST YEAR

I'D LIKE TO SUBMIT A NEW COUPON (with the following info)

Name/Business: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Location: \_\_\_\_\_

What I'd like my coupon to say: \_\_\_\_\_

I'D LIKE TO DONATE THE FOLLOWING PRIZE(S) \_\_\_\_\_

## COUPON COSTS

KVA Corporate Member: \$50.00 per coupon

Non-Corporate Member: \$55.00 per coupon

Non-Profit: \$35.00 per coupon

Payments can be made by: Cash, Cheque, Interac, M/C or VISA. In person, on the phone or by mail.

If you have any questions or concerns contact

Justine Hobbs  
Mail: KVA, PO BOX 389  
Email: [jhobbs@dawson.net](mailto:jhobbs@dawson.net)  
Phone: 993-5575

## THINGS TO CONSIDER:

- The KVA has noticed that businesses that offer discounts, buy-one-get-one-free, or other incentives generally receive more traffic during Trek weekend.
- Donations that include your business name or location (Dawson City, Yukon, Canada) are a real hit!
- If you would like to volunteer your time during this busy event weekend, we would LOVE your help!