



*Make us a part of your
Sales & Marketing
Strategy*

Ski NH is a membership-based organization that supports and promotes the ski industry in New Hampshire. In addition to our 34 ski area members, Ski NH also includes as Associate Members a variety of industry suppliers, ski shops, lodging properties, and others.

Ski NH believes that it can help grow skiing in the state by working more closely with ski shops throughout New Hampshire and New England. Together we can educate new and lapsed skiers on what gear they need and the choices they have in order to hook people into the sport and keep them with us for many years to come.

Some ideas to achieve this include the following new benefits for ski shop members specifically:

- * Two dedicated e-blasts to our consumer newsletter list (circ. 12,000+) highlighting retail sales and promotions in the fall and spring
- * "Retail Deals" page on our website to promote member ski shop deals and specials ie; youth deals, seasonal rentals, etc.
- * Promote retailers on a dedicated page in our 4th & 5th Grade Passport booklet (distribution: 2500-3000, generally in NH and MA, but open to anyone in any state)

The above benefits are in addition to our basic membership benefits, which include:

- * Listing on SkiNH.com (newly redesigned navigation featuring a secondary navigation tab called "Shopping" to make it easier for consumers to find ski shops)
- * Invitation to Ski NH Annual Conference & Tradeshow in June (a members-only event; additional cost to attend)
- * Inclusion and accessibility to our membership directories: ski area, lodging, associate members
- * Opportunity to advertise in the Ski NH consumer e-newsletter and ski area member e-newsletter, and on SkiNH.com (additional advertising charges apply)

Annual Associate Membership Fee: \$250

Have other ideas? Let us know – we'd love to have a conversation with you!

Kim Pickering, Member Services Director
Kim@SkiNH.com | 603.745.9396 x205





2016-2017
Ski Shop Membership Form

Information for Listing on website:

Business Name:
Physical Address:
Phone:
Email:
Website:

Contact Information: (if different from web listing)

Business Name:
Contact Name:
Mailing Address:
Phone:
Email:

40 words of copy for listing:
[Blank lines for text entry]

Photo/Logo: Email a high-resolution photo of your ski shop or logo in a jpeg or web-ready format to Kim@SkiNH.com.

Annual Membership Dues for 2016/17: \$250

Payment: Please check one:

- Enclosed is a check for the total amount due, payable to Ski NH.
Charge my credit card for the total amount due (you may also call in your credit card payment by calling Kim Pickering at 603.745.9396, x205)
VISA MasterCard American Express Discover

Name as it appears on your card:

Card Number: Exp. Date: Sec. Code:

Mail form and payment to: Kim Pickering, Ski NH, PO Box 528, North Woodstock, NH 03262

Or email form, payment information and photo to: Kim@SkiNH.com

My signature below indicates my understanding of the charges above.

Advertiser Signature: Date:

Once your listing is on the website, you will receive an email with a link to your listing to approve. Please notify us to approve your listing or with any corrections that need to be made.