



Become a

WinterKids

App Partner!



THE WINTERKIDS MISSION *is* to help children

develop healthy lifelong habits through education and fun outdoor winter activity.

Your partnership with WinterKids helps to get even more Maine and New Hampshire children active during the winter months! And now, you can engage kids and families year-round with summer activities.

BENEFITS OF BEING A WINTERKIDS APP PARTNER:



Reach over **5,000 family members** in Maine and New Hampshire

with your offers through The WinterKids App.

Expanding
IN 2020!



Opportunities to be highlighted in our monthly Snowball Effect e-newsletter that **reaches over 16,000 MEMBERS.**

WinterKids will promote one partner each week on our **social media channels.**



- ❁ Over 8,000 Facebook Fans
- ❁ Over 6,900 Twitter Followers



You will be listed as a Partner on **WinterKids.org** with a link to your page.



Opportunities to host WinterKids Family Days that will **actively drive our members to your facility** on that day. You choose a specific date to offer App holders and their immediate family members a deep discount on tickets and rentals.



Our app keeps **getting better!**

- ❁ 80 partners
- ❁ 2,500 redemptions
- ❁ Median age is 11-12
- ❁ 11 WinterKids Family Days with an average of 75 attendees per event
- ❁ 175 offers
- ❁ 3,920 total WinterKids members
- ❁ Reach all 16 counties in Maine, and 5+ counties in New Hampshire

IF YOU'D LIKE TO BECOME A PARTNER, PLEASE CONTACT JOSH FAMILY PROGRAMS AND OUTREACH MANAGER AT:

jharrington@winterkids.org

FLIP FOR
MORE APP
INFO!

The WinterKids App



WAYS TO MAXIMIZE YOUR BENEFITS IN THE WINTERKIDS APP

Create one or more enticing offers that can engage the whole family. **Examples:**

- ❁ Sugarloaf Mountain – Learn to Ski or Snowboard Free
- ❁ Lost Valley – Free junior lift ticket with paid adult
- ❁ JacksonXC – Discounted ticket and rental for a family of four
- ❁ Family Ice Arena – Free family public skate session
- ❁ Sport Thoma – Save an additional 15% on select brands
- ❁ Equinox Guiding Service – Discounted family ice climbing tour

BENEFITS OF THE WINTERKIDS APP:

- ❁ Offers can be extended to **KIDS 17 & UNDER**.
- ❁ Easily create **ANY NUMBER OF OFFERS** with your own restrictions.
- ❁ Create a **“FLASH SALE”** to promote a special product or service.
- ❁ Showcase your discount by including a relevant & eye-catching photo. **USE YOUR OWN PHOTO** for each offer.
- ❁ Easily **VIEW HOW MANY REDEMPTIONS** you have on each offer.
- ❁ Ability to create **“YEAR-ROUND”** offers throughout the year.
- ❁ Ability to have your **OFFER HIGHLIGHTED AS A “SPONSORED” OFFER**. These will show at the top of the App and be promoted through social media and email.



“I’ve always loved winter sports and [The WinterKids App] makes it easier to get the kids out there and share my love of the sports.”

– Erika Stoddard, WinterKids App member

Yeah!
WE'RE REDUCING
OUR CARBON
FOOTPRINT!



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