

# SnowGoer

# Promote Club Membership ...And Your Club!



**WE ALL KNOW** that clubs are the lifeblood of snowmobiling, yet most snowmobilers are missing out. Join this multi-faceted, multi-year effort to spread the word – and help your club attract new members.

## WHAT IS IT?

A partnership between Snow Goer and organized snowmobiling to annually promote the many reasons to join a snowmobile club to hundreds of thousands of snowmobilers.

## WHAT IT INCLUDES:

- A full-page article in **Snow Goer** magazine (circ: 60,000+ snowmobiling households), reinforcing the “Join A Club” message, followed by a listing of all participating snowmobile clubs, with complete contact information.
- The full article and club listings are repeated on **SnowGoer.com** for year-round, expanded exposure.
- A specialty email newsletter will also be sent to 40,000+ snowmobiling households, plus targeted social media and other promotion helps spread the reach of the program.

## PROGRAM CHAIRMAN:

**Jerry Hanson**

Minnesota United Snowmobilers Association (MnUSA)



**ONLY  
\$49**

Sample of  
page 63 from  
**SNOW GOER**  
December  
2018.

## HOW TO GET INVOLVED:

Contact Jerry at:

(612) 868-7477



[hansonjn@centurylink.net](mailto:hansonjn@centurylink.net)



7040 Lakeland Ave. N, Suite 212  
Brooklyn Park, MN 55428

OR Visit



<https://tinyurl.com/y2j5oalx>  
and signup online using a credit card.

**DEADLINE**

Aug. 15, 2019

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**MAIL DATE**

Nov. 7, 2019



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## Past Successes:



**OVER THE LAST FOUR YEARS**, the program has highlighted and shared the contact information of 401 snowmobile clubs/state associations from Colorado, Illinois, Indiana, Iowa, Michigan, Minnesota, Montana, Nebraska, North Dakota, South Dakota, Washington and Wisconsin.

## EDITORIAL COVERAGE HAS INCLUDED:

- “8 Common Traits Of Good Snowmobile Clubs” (Dec. 2018 issue)
- “Top 10 Reasons To Join A Snowmobile Club” (Dec. 2017 issue)
- “Snowmobiling Needs You: Joining A Snowmobile Club Is Important & Fun” (Dec. 2016 issue)
- “Join A Snowmobile Club, Membership Has Its Priviledges” (Dec. 2015 issue)
- **PLUS:** Each year, these articles have been among the most-viewed story on SnowGoer.com.

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SUBSCRIBE TODAY! 8 Shared Secrets Of Snowmobile Clubs: Join One Today!

