



# SPONSORSHIP 2024

**It's an exciting time to be a supporter of the PEI ATV Federation. Our sport has grown exponentially over the past few years with the increase of ATV & SXS sales. There are more riders than ever purchasing trail permits and enjoying our legal ATV trails.**

Our vision is to have ATV trails reach from tip to tip of our beautiful Island. Our clubs and volunteers continue to dedicate their time to planning, building and maintaining sustainable trails. But as a non-for profit organization we encounter many financial struggles in our ability to continue trail development.

In order to fund the growth and sustainability of our sport we seek your support. As a sponsor for 2024, we have four (4) tiers of support which we have tailored to suit your businesses needs. There are many crucial projects set for 2024 that will require financial investments on our behalf. All essential to our growth.



## PLATINUM SPONSOR \$3000

- Sponsorship recognition on ridepei.ca with an active link to your website
- Advertising on 2024 Trail Pass Form (business logo)
- 18" x 12" trail signs on active club trails (business logo & sponsorship tier)
- 4 social media posts during sponsorship year



## SILVER SPONSOR \$500

- Sponsorship recognition on ridepei.ca with an active link to your website
- 2 social media posts during sponsorship year



## GOLD SPONSOR \$1500

- Sponsorship recognition on ridepei.ca with an active link to your website
- 4 social media posts during sponsorship year



## TRAIL SUPPORTER \$250

- Sponsorship recognition on ridepei.ca with an active link to your website
- Social media mention

**ARE YOU READY TO BE A SPONSOR?**

**CONTACT US | [treasurer@ridepei.ca](mailto:treasurer@ridepei.ca)**

**Peter Mellish | [generalmanager@ridepei.ca](mailto:generalmanager@ridepei.ca)**



## KEY ACCOMPLISHMENTS IN 2023

At the PEI ATV Federation, our commitment to the ATV community knows no bounds. Together, we have achieved extraordinary accomplishments in 2023 that have not only reshaped our organization but have also set new standards in the world of all-terrain vehicles.

Join us as we continue our journey.

- 🛵 Developed and tested Ride PEI, our mapping app, set to launch in Oct 2023
- 🛵 Added Miscouche ATV Club in May 2023
- 🛵 Continued to be an advocacy resource, working closely with government departments
- 🛵 Promoted "Think Safe - Ride Safe - Be Safe" through social media and our website
- 🛵 Approved 16 additional Pilot roads in Evangeline ATV trails in June 2023
- 🛵 Currently reviewing 16 Tignish ATV Club pilot roads
- 🛵 Planning 50+ Pilot road proposals for various ATV clubs
- 🛵 Conducted 6 presentations across PEI to promote the "Share the Road" project
- 🛵 Promotion of the Community Trail Investment Fund
- 🛵 Progress in completing the ATV Tourism Feasibility Study
- 🛵 Development of a long-term strategic plan
- 🛵 Launched a new website in spring 2023 with online trail permit sales
- 🛵 Updated policies to advance as a leader in outdoor activities in PEI
- 🛵 Participation in a national socioeconomic study to highlight economic benefits
- 🛵 Advocacy for rider training, safety, and environmental stewardship
- 🛵 Contribution to the Canadian Quad Council
- 🛵 Strengthened partnerships with key stakeholders
- 🛵 Collaboration to develop West Prince as a Winter Tourism destination
- 🛵 Involvement in reviewing and approving Wetland Watercourse Activity blanket permits
- 🛵 Acknowledgment of the vital role of volunteers

As we reflect on the past year, we invite you to join us in celebrating the spirit of adventure, the dedication of our members, and the unwavering support from our Trail partners. Together, we've blazed new trails, expanded our horizons, and demonstrated the immense potential of the ATV community on Prince Edward Island.

**PETER MELLISH**  
Executive Director

