

AWSC Commercial Sponsor Program



AWSC Commercial Sponsor Membership Program

- **Why? It's part of our Mission -- Preserve & Protect Snowmobiling**
 - Commercial members are a “Perfect Fit” for us as Snowmobilers/Clubs/County/AWSC
 - Provide businesses an opportunity to support local, non-profit, Snowmobile Clubs
 - Allows AWSC and Clubs to promote and market businesses who support snowmobiling
- Commercial Sponsors **Strengthen** our Legislative “voice”
 - AWSC represents and actively advocates for our sport locally, nationally, and internationally
 - 25,000 miles of public trail and over 600+ Snowmobile Clubs
 - Statewide – all 72 Counties have Clubs
 - 40,000 Individual/Family Memberships
 - 1,200 Businesses
 - Our members are unique and attractive to Legislators – we are a “Payer Group,” not just a “User Group.”

AWSC Commercial Sponsor Membership Program

- **Commercial Sponsor Benefits - for the Business**

- Locally – Attracts and increases Customer base (Snowmobilers support businesses who support Snowmobiling..... ALL YEAR LONG!
- Politically – Builds political capital (Elected officials support businesses who support the Community)
- Statewide Advertising – Hyperlink on AWSC Website and 2 Commercial Sponsor “pull-outs” in WSN
- Club/County Trail Map Ad – Normally bundled in with Membership Fee
- Receive All AWSC Membership Benefits – same as an Individual/Family Membership
 - 7 WSN Magazines – includes 2 Commercial Sponsor Pull-Outs
 - Complimentary \$3,000 AD&D Insurance policy from AIL Insurance
 - \$10 Trail Pass – Person’s name in AWSC database must match DNR name for sled registration
 - Also receive Commercial Business Decal to display in their business

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- **Commercial Sponsor Benefits - for the Club**

- Locally – Build positive relationships (Businesses support Clubs/Orgs that support them)
- Politically – Build political capital (Elected officials support Clubs/Orgs that support local businesses)
- Financial - Club keeps all membership fees above \$35 (AWSC Commercial Sponsor Fee)
- Minimal Effort required
 - Majority of Counties/Clubs already market/sell Trail Map Ads
 - Membership Chair only needs to add/update them in AWSC database as Commercial Sponsors
 - Enter one or two names/persons for Insurance benefit and discounted Trail Pass.

AWSC Commercial Sponsor Membership Program

How to get organized:

1. Get familiar with commercial sponsors listings: awsc.org/Sponsor/Commercial-Sponsors-by-County
2. Download Commercial Sponsor Benefits form: awsc.org/Sponsor/How-to-Become-a-Sponsor
 - **Include this form in with your other sales/marketing info you hand-out to prospective businesses
3. Minimal Effort required
 - Establish Membership Fee: Most Clubs already market/sell Trail Map Ads for \$XX dollars
 - Many businesses are already AWSC members, just mis-identified as Individual Members
4. **Membership Chairs:** DO NOT add/update Businesses as Individual Members in AWSC database
 - Individual/Family AWSC Memberships are \$12
 - Commercial AWSC Memberships are \$35

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Helpful Links:

[Commercial Sponsors by County](#)

[Commercial Sponsor Benefits form](#)

[Commercial Sponsor Application](#) **Recommend this form as a sample to help you build a Commercial Sponsor Application Form SPECIFIC to your Club, i.e., cost, local trail map ad, annual Sponsor appreciation dinner, picnic, event, etc., anything included and unique to your Club/County members/memberships.



Thanks for all you do!



* * * **United We Trail, Divided We Fail** * * *



**Benefits of becoming a Commercial Sponsor of the
Association of Wisconsin Snowmobile Clubs (AWSC)**

As the premier State Snowmobile Association in the nation, the AWSC is a non-profit, 501(c)(3) organization dedicated to preserving and protecting over 25,000 miles of snowmobile trails throughout Wisconsin. Organized in 1969, the AWSC is also the legislative voice for over 41,000 snowmobiling families and more than 600 Wisconsin Snowmobile Clubs. Organized in 1969,

The AWSC strives to promote and market businesses who support snowmobiling; thus, we invite you to join this great organization by becoming a Commercial Sponsor of the AWSC. Your sponsorship includes membership in the AWSC and advertising access to our members through our AWSC.org website and our magazine: *Wisconsin Snowmobile News (WSN)*. Becoming a Commercial Sponsor of the AWSC will help attract and drive consumers to your business.

Benefits of a Commercial Sponsorship with AWSC:

- Puts your business in front of our 40,000+ family members on our website
 - Includes a "hyperlink" to your business
- Receive seven (Sept-Mar) issues of the *Wisconsin Snowmobile News* magazine.
 - Includes "pull-out" commercial listing in two issues, (Oct & Dec) issues of the *Wisconsin Snowmobile News (WSN)* magazine.
- Eligible to purchase \$10 Trail Pass for personal sleds registered in Wisconsin, under your name. (Sleds registered in Wisconsin, under business name require \$30 Trail Pass.)
- Supports your local snowmobile club, as your club retains a portion of the Sponsor fee.
- Commercial Sponsor window decal.

Interested in joining?

- Contact your local Club at: awsc.org/Clubs/Club-Listing
- Download a Commercial Sponsor form at: awsc.org/Sponsor/How-to-Become-a-Sponsor
- View commercial listings at: awsc.org/Sponsor/Commercial-Sponsors-by-County



AWSC COMMERCIAL SPONSORSHIP FORM
AWSC Club Commercial Sponsor Program

Name of Business: _____

Owner's First Name: _____ Last Name: _____

Spouse First Name: _____ Last Name: _____

Business (Physical) Address: _____

City, State, Zip: _____

Mailing Address (if different than above)

Street Address: _____

City, State, Zip: _____

Email: _____

County where business is located: _____

Business Category – please select the one that best describes your business:

- | | | | |
|--|---|---------------------------------------|--|
| <input type="checkbox"/> Accommodations | <input type="checkbox"/> Food/Drink/Lodging | <input type="checkbox"/> Landscaping | <input type="checkbox"/> Sales/Service/Parts/Access |
| <input type="checkbox"/> Automotive | <input type="checkbox"/> Fuel/Convenience | <input type="checkbox"/> Lodging | <input type="checkbox"/> Sales/Service/Parts/Rentals |
| <input type="checkbox"/> Bank/Credit Union | <input type="checkbox"/> Grocery/Food Related | <input type="checkbox"/> Organization | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Hardware | <input type="checkbox"/> Printing | |
| <input type="checkbox"/> Food/Drink | <input type="checkbox"/> Insurance | <input type="checkbox"/> Real Estate | |

Business Website: _____

Business Phone #(s): _____

Please provide some descriptive information about your business for the AWSC website (hours, specialties, trail number if located on trail, ample room for trailer parking, etc.):

Yearly Membership Cost varies by club.

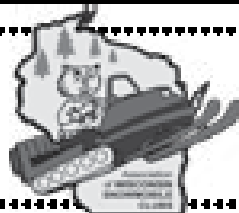
Membership runs July 1 through 6/30 of the following year.

Questions? Call AWSC at 800-232-4108/608-846-5530 or email: awsc@awsc.org or stormyh@awsc.org

Please return form and payment for membership to your club of choice.

YOUR PULL OUT GUIDE TO AWSC COMMERCIAL SPONSORS

Please patronize these businesses who support the AWSC!



54 Years
1969 - 2023

MARCH 2023

AWSC COMMERCIAL SPONSORS

BECOME PART OF THE DRIVING FORCE BEHIND THE AWSC

For information on how you can join the AWSC, please call 800-232-4108 or visit www.awsc.org.

ADAMS

AKORN INN
Lodging
1844 State Highway 13
Friendship
608-339-7295

ANTONIO'S AT THE PINES INC
Food/Drink/Lodging
1617 State Highway 13
Friendship
608-339-9090
www.antoniosatthepines.com

BIGHORN BAR AND GRILL
Food & Drink
899 State Highway 13
Aridale
608-564-3160

BROWN BEAR LODGE
Food/Drink/Lodging
1166 Brown Bear Trl
Nekoosa
715-323-4829
www.brownbearlodge.us

CAMELOT ON THE LAKE
Food & Drink
298 Leisure Ln
Nekoosa
715-325-5093
Find us on Facebook

CONNELL'S CEDAR SHACK
Food & Drink
2248 State Highway 13
Adams
608-339-6668

DCM LANDSCAPING LLC
Landscaping
258 Oak Dr
Nekoosa

MOY'S BAR & GRILL
Food & Drink
1348 State Highway 13
Friendship
608-564-1272

PAPA BEAR'S MINI GOLF LLC
Other
266 Matterhorn Trl
Nekoosa
715-325-7272
www.papabearsminigolf.com

PONDEROSA PINES EATERY & CAMPGROUND
Food & Drink
287 State Highway 73
Bancroft
715-335-2267
www.ponderosapines.biz

RAY'S CLOSE OUTS
Grocery/Food Related
1182 State Road 21
Friendship
608-339-6329
Find us on Facebook

REDNECK SALOON
Food & Drink
N3770 2nd Ave
Oxford
608-584-5211

SERVANT ELECTRIC SERVICE
Construction
341 Kings Herald Ct
Nekoosa
715-459-5606
www.servantelectricservice.com

VISIT ROME WI
Other
1154 Apache Ave
Nekoosa

COPPER RIDGE
Food & Drink
129 E Bennett St
Mellen
715-274-3464

DOUBLE D'S PUB AND PIZZA LLC
Food & Drink
109 2nd St
Buttermut
715-769-3509
Find us on Facebook

DROP TINE BAR AND GRILL
Food/Drink/Lodging
29253 Railroad Ave
Mellen
715-274-3000

DUSTY'S SALOON
Food & Drink
351 Lake Dr
Mellen
715-274-9283

ELKHORN LODGE
Food/Drink/Lodging
60938 Highway 77
Clam Lake
715-794-2378
www.elkhornlodgedclamlake.com

GLIDD-INN
Food & Drink
23258 State Highway 13 & 77
Glidden
715-264-3000

HIGH BRIDGE OASIS
Food & Drink
39187 State Highway 13
High Bridge
715-274-4200

JONES BAR

RIDGE RUNNERS
Food & Drink
113 E Main St
Buttermut
715-769-3377

RM PROPERTY MANAGEMENT LLC
Accommodations
23742 Cemetery Rd
Clam Lake
715-638-0484
www.rentnorthernwi.com

THE BEAR CROSSING
Fuel / Convenience Stores
171 W Broadway St
Glidden
715-264-3451

THE DEAD SQUIRREL
Food & Drink
264 Grant St
Glidden

THE NORTHERN LURE RESORT
Food/Drink/Lodging
23913 Preib Rd
Glidden
715-264-3677
www.northernlure.com

TRAIL HEAD LODGE
Accommodations
61023 State Highway 77
Clam Lake
715-638-0484
www.rentnorthernwi.com

BARRON

AIRTEC SPORTS
Sales/Service/Parts/
Accessories
208 S Main St

CARRIER'S LAKEVIEW LODGE
Accommodations
2010 21 1/4th St
Rice Lake
800-433-5253
www.carrierslakeview.com

ECONOLODGE
Accommodations
1710 S Main St
Rice Lake
800-992-1669
www.amerivinn.com
/ricelake

FULL THROTTLE SPORTS LLC
Sales/Service/Parts
Accessories
2098 18 3/4th St
Rice Lake
715-736-9494
www.fullthrottlesports.net

GINNY'S AMOCO
Fuel / Convenience Stores
1610 Elm St
Cumberland
715-671-0200

HILLTOP RETREAT
Food & Drink
2896 1 1/2 St
Cumberland
715-622-3230
www.hilltopretreat-cumberland.com

HOLIDAY INN EXPRESS & SUITES
- RICE LAKE
Accommodations
824 Bear Paw Ave
Rice Lake
715-736-7444
www.hiexpress.com/ricelakewi



**Association of Wisconsin
Snowmobile Clubs**

529 Trail Side Drive, Suite 200, DeForest, WI 53532
www.awsc.org

**Commercial Sponsor
2023-2024**