

Dear Snowmobile Clubs,

We cordially invite you to participate in the inaugural Sled Season International Kickoff. Sled Season is based on Sweden's longstanding tradition called Day of Snowmobile, and is an ISMA-led, multi-manufacturer event focused on connecting the snowmobile community.

The goal of the first-ever Sled Season is to engage new and seasoned snowmobilers to kick off the upcoming season. We are looking for your club to take an active role, either host or help with a local event on either October 29 or 30, or both. Like an open house, Sled Season should offer riders fun activities to draw people to the event. As experts of your local community, you have the liberty to make the event your own. Some ideas include:

- Partnering with local dealers to help facilitate event
- Providing club information and promoting membership
- Vintage sled displays
- Show N' Shines
- Halloween costume contest
- Live music
- food
- Games
- Safety information
- Giveaways

We urge you to contact your local snowmobile dealers asking them to help host and staff your event. With the influx of new sled owners over the past year, there are many riders who might be unaware of the clubs and resources in their area. We want to make sure these folks have a great first experience and are connected to the snowmobile community to help grow our sport.

To help promote Sled Season nationally, ISMA, along with each participating manufacturer, will post the event on their social media/web channels. ISMA also is implementing a social media ad campaign. The goal is to generate as much awareness as possible to drive riders to local events.

We urge you to make Sled Season part of your club's event plan and look forward to having you take part in a successful inaugural event. Thank you for your consideration.

Sincerely,

