



COLORADO CROSS COUNTRY SKI ASSOCIATION
Dedicated to promoting Nordic sports throughout Colorado
PO BOX 5688; KEYSTONE, CO 80435

MEMBER'S BENEFITS

- ❖ Your own personal page on our website.
Our website, www.ColoradoCrossCountry.com has high visibility with search engines, and we receive 20,000 to 25,000 page views per month in the high season (November to April). Your membership allows you to have a full page on the site for information about your Nordic center, ranch or club with a direct link to your home page. Our website also hosts the most comprehensive and accurate Nordic events calendar for the Colorado region and a continually updated trail conditions page, with an additional link to your home page.
- ❖ Membership in the National Cross Country Ski Areas Association (CCSAA)
We are members of CCSAA, with a direct link from their website to ours. Membership in this organization broadens your marketing potential and establishes valuable connections to other Nordic operators, clubs and sports journalists throughout North America.
- ❖ Advertising in local and national magazines and websites
Your membership allows you to pool your marketing resources with other Nordic operations to buy advertising in prominent cross country ski publications. By working together, we can afford greater marketing opportunities than many of us can as individual centers. We are also working with the Colorado Tourism Organization to increase awareness of cross country skiing and snowshoeing opportunities throughout the State.
- ❖ Communication with other Nordic operators in Colorado
Our biannual meetings allow us to share experiences and trends in the Nordic sports world. We work in a spirit of cooperation to support Nordic skiing and snowshoeing programs and to promote Colorado as one of the premier places to enjoy Nordic sports.
- ❖ Public Relations
We have retained the services of a public relations professional to help us with grant writing, fundraising and to further promote the activities of this organization.

DUES STRUCTURE (PER YEAR)

<u>Large Businesses: (Over \$50,000 gross annual income)</u>	\$450
<u>Small Businesses: (Less than \$50,000 gross annual income)</u>	\$225
<u>Dude Ranches: (flat rate)</u>	\$300
<u>Associate Member (clubs, suppliers, Nordic councils, or non-profits)</u>	\$150

For more information, please contact Randy George at
Ski@ColoradoCrossCountry.com

The Colorado Cross Country Ski Association is a 501c6 non-profit organization.