



Dedicated To Improving Our Sport

Why Your Business Needs to be a Business Supporter of the New York State Snowmobile Association

Snowmobiling is Big Business in New York State!

Snowmobiling has a major economic impact in New York State....creating nearly 900 million dollars in spending annually. There are well over 10,500 miles of marked and groomed trails supported by over 230 snowmobile clubs affiliated with NYSSA. As of 2018 there were 112,000 registered sleds in New York, an increase of over 4,000 from 2017. Registrations produced over \$5 million dollars in revenue to the state and \$4 million of that went to trail maintenance and development. NYS OPRHP Snowmobile Unit Season Report 2017-2018

According to a recent economic survey:

- The average annual household expenditure for a snowmobiling season is \$3,561 and an additional \$3,200 for sled expenses that include purchase price and towing.
- 96% of our participants are employed or retired.
- 55% of our snowmobile households have combined incomes greater than \$80,000 and 25% have incomes between \$100,000 and \$150,000.
- Almost 50% of our participants have college degrees.
- Each day snowmobilers spend an average of \$100 on food, lodging and other related expenses...for many it is much higher.

How Does NYSSA Help Your Business?

NYSSA is dedicated to improving the sport of snowmobiling not only for our members, but for everyone connected with it. We work tirelessly to expand and improve the New York State trail system and encourage new riders and family members to try snowmobiling. It is our pleasure to work with and promote the businesses who support our sport.

Your participation as a business sponsor will give you unique access to our membership and the year-round consumer buying power they represent. We have a variety of ways to showcase your business on our website, in our monthly magazine, via e-mail to our members and at special events and club functions. We are also happy to create custom affinity programs for major sponsors and retailers that include all of these options and more.

www.nysnowmobiler.com

