



THE NYSSA OUTDOOR BUSINESS ALLIANCE

A PREMIER PARTNERSHIP PROGRAM



STRONG
PARTNERS.



STRONGER
TRAILS.



STRONGER
COMMUNITIES.



STRONGER
FUTURE.

Presented by

**Paradox Consulting Group
& Paradox Outdoors**



CONNECTING BUSINESSES, ORGANIZATIONS, AND OUTDOOR ENTHUSIASTS
ACROSS NEW YORK STATE.





EXECUTIVE SUMMARY

THE POWER OF SNOWMOBILING IN NEW YORK STATE



\$1.1 BILLION

ANNUAL ECONOMIC IMPACT IN NEW YORK STATE

Snowmobiling is a major driver of New York's economy, supporting jobs, communities and local businesses.



**SNOWMOBILING FUELS NEW YORK COMMUNITIES.
EVERY RIDE MAKES AN IMPACT.**



JOBS SUPPORTED

10,000+



**HOUSEHOLD
INCOME**

\$310M



WAGES & PAYROLL

\$230M



**RETAIL & GEAR
SALES**

\$560M



**FOOD & BEVERAGE
SALES**

\$310M



**DEALER SALES &
SERVICES**

\$160M+



**LODGING
SALES**

\$310M



**FUEL & CONVENIENCE
SALES**

\$160M



**LOCAL & STATE
TAXES**

\$90M



**TOURISM &
RECREATION**

\$230M



**INVESTMENT IN NY
COMMUNITIES**

\$160M+



OVER \$1.1 BILLION IN ECONOMIC IMPACT.
GENERATED BY TENS OF THOUSANDS OF PASSIONATE SNOWMOBILERS.
ONE PASSION. ONE COMMUNITY. ONE NEW YORK.



WHY SPONSOR NYSSA?

**REACH AN ENGAGED AUDIENCE
THAT SUPPORTS LOCAL BUSINESS.**

Our members live, work, travel and play across New York State.
They support the businesses that support their snowmobiling
lifestyle and their communities.



LODGING

They stay longer and spend
more when they ride.



RESTAURANTS

They dine local and
often with their families
and riding groups.



FUEL & CONVENIENCE

They fuel up and stock up
every time they ride.



DEALERSHIPS

They buy, service
and trade locally.



RETAIL & GEAR

They invest in quality gear
and equipment.



LOCAL COMMUNITIES

They support our
towns and trails.



TENS OF THOUSANDS
of active snowmobilers
across New York State.



LOYAL, PASSIONATE
audience that supports
our trail communities.



HIGH DISPOSABLE INCOME
and a strong commitment
to the outdoor lifestyle.

LOYAL. PASSIONATE. HIGH-VALUE AUDIENCE.



STATEWIDE REACH

— ONE ASSOCIATION. ONE NETWORK. STATEWIDE. —

NYSSA connects tens of thousands of snowmobilers throughout New York State. Our extensive network of local clubs brings businesses direct access to passionate outdoor enthusiasts in every region.



ADIRONDACKS

110+ Clubs

Vast trail system, scenic beauty and four-season tourism drive strong local economies.

TUG HILL

45+ Clubs

Famous for legendary snow, friendly communities and groomed trails.

CENTRAL NY

25+ Clubs

Connecting riders, businesses and communities across the heart of the state.

WESTERN NY

35+ Clubs

Strong club network and trail access that fuels local businesses and tourism.

FINGER LAKES

20+ Clubs

Beautiful trails and welcoming communities that support riders year-round.

CATSKILLS

15+ Clubs

Premier riding close to major markets with vibrant small towns.

LEGEND

● Local Snowmobile Club

230+

LOCAL SNOWMOBILE CLUBS

TENS OF THOUSANDS
OF MEMBERS
STATEWIDE



*Stronger Clubs.
Stronger Trails.
Stronger Communities.
Stronger New York.*



TOGETHER WE DRIVE \$1.1 BILLION IN ECONOMIC IMPACT!





HOW THE PROGRAM WORKS

A WIN-WIN FOR EVERYONE



1. BUSINESS

Businesses invest in NYSSA to reach an engaged audience that supports their products and services.



STRONG PARTNERSHIPS



2. LOCAL CLUB

Local clubs help introduce sponsors from their communities and build strong relationships.



LOCAL CONNECTIONS



3. NYSSA

NYSSA promotes sponsors statewide through our magazine, email marketing, website and member communications.



STATEWIDE EXPOSURE



4. MEMBERS

Members engage with sponsors who support snowmobiling, our trails and our communities.



ENGAGED AUDIENCE



5. SALES GROWTH

Sponsors gain loyal customers. Businesses grow. Communities thrive. Snowmobiling wins.



GROWTH FOR EVERYONE



**TOGETHER WE BUILD
STRONGER TRAILS,
STRONGER COMMUNITIES
AND A STRONGER FUTURE
FOR SNOWMOBILING
IN NEW YORK STATE.**



**TOGETHER WE DRIVE \$1.1 BILLION
IN ECONOMIC IMPACT FOR NEW YORK STATE!**



THE NYSSA OUTDOOR BUSINESS ALLIANCE

A PREMIER PARTNERSHIP PROGRAM



**GOLD
SPONSORSHIP**
\$2,500 / YEAR

MAXIMUM EXPOSURE. PREMIUM BENEFITS.

Our Gold Sponsorship delivers the highest level of exposure across all NYSSA platforms, connecting your business with tens of thousands of engaged snowmobilers statewide.



GOLD SPONSOR BENEFITS



FULL PAGE AD IN ALL 10 EDITIONS

Prominent full page advertisement in the NYSSA digital magazine.



ONE-TIME FULL PAGE BUSINESS PROFILE

Feature your business with a dedicated full page profile.



6 EMAIL BLASTS TO ENTIRE MEMBERSHIP

Direct your message to tens of thousands of active members.



GOLD SPONSOR RECOGNITION

Listed as a Gold Sponsor on NYSSA website, in magazine and all promotions.



PREMIUM BRAND EXPOSURE

Top-tier visibility across digital and print communications and partner networks.

ONE-TIME FULL PAGE BUSINESS PROFILE

YOUR BUSINESS FEATURED

**A PROUD PARTNER
OF NYSSA**

We are committed to supporting snowmobiling in New York State and the communities that make it possible. Thank you to all the riders and clubs for making our trails some of the best in the country!

QUALITY PRODUCTS

EXPERT SERVICE

LOCAL SUPPORT

COMMUNITY FOCUSED

YOUR BUSINESS NAME HERE

1234 Main Street, Your Town, NY 12345 • (555) 123-4567 • [yourwebsite.com](#)

FULL PAGE AD IN ALL 10 EDITIONS

BUILT FOR ADVENTURE.

POWER. PERFORMANCE.
PURE FREEDOM.

**YOUR LOGO
HERE**

YOUR BUSINESS NAME HERE
[www.yourwebsite.com](#) • (555) 123-4567

President's Message
Moving Forward Together

With snowmobiling's rich history and growing popularity, it's important to stay connected and moving forward together. As we look ahead, we're committed to supporting the sport and the communities that make it possible. Thank you to all the riders and clubs for making our trails some of the best in the country!

Trail Update
Keeping Trails Safe and Open

With snowmobiling's rich history and growing popularity, it's important to stay connected and moving forward together. As we look ahead, we're committed to supporting the sport and the communities that make it possible. Thank you to all the riders and clubs for making our trails some of the best in the country!

6 EMAIL BLASTS TO ENTIRE MEMBERSHIP

NYSSA PARTNER UPDATE

PRESENTED BY **YOUR BUSINESS**

GEAR UP. RIDE FARTHER.

QUALITY YOU CAN TRUST.

Hi Riders,

Winter is here and the trails are calling! Check out our latest offers on gear, accessories and service to keep you riding all season long.

VIEW SPECIAL OFFERS

TOP BRANDS

GREAT PRICES

EXPERT SERVICE

LOCAL SUPPORT

NYSSA PARTNER UPDATE

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Hi Riders,

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TOP BRANDS

GREAT PRICES

EXPERT SERVICE

LOCAL SUPPORT

6



Align your brand with New York's premier snowmobiling organization and reach a loyal, active, and highly engaged audience.





SILVER SPONSORSHIP

STRONG EXPOSURE. POWERFUL RESULTS.



\$1,750 / YEAR

YOUR SILVER SPONSORSHIP INCLUDES:



Half Page Ad in All 10 Editions

Consistent exposure in NYSSA's digital magazine all season long.



One-Time Half Page Business Profile

Highlight your business to tens of thousands of members.



3 Email Blasts to Entire Membership

Direct your message to an engaged, passionate audience.



Silver Sponsor Recognition

Your business will be recognized on our website and in every edition.

HALF PAGE AD EXAMPLE IN ALL 10 EDITIONS



**TOGETHER, WE
KEEP NEW YORK
MOVING FORWARD**

Proud to support the New York State Snowmobile Association and the dedicated volunteers who keep our trails safe, connected, and ready to ride.

Thank you for your commitment to our communities and to the future of snowmobiling in New York State.

 **YOUR
LOGO
HERE**

YOUR BUSINESS NAME
123 Main Street, Anytown, NY 10001
(123) 456-7890 | yourwebsite.com
Proud Supporter of NYSSA

NYSSA TRAILS MAGAZINE 27

3 EMAIL BLASTS TO ENTIRE MEMBERSHIP



**THANK YOU
TO OUR SPONSORS**

SUPPORTING OUR TRAILS
AND COMMUNITIES

[LEARN MORE](#)

 **YOUR
LOGO
HERE** **YOUR BUSINESS NAME**
Proud Supporter of NYSSA

1



**GEAR UP
FOR ADVENTURE**

QUALITY PRODUCTS.
LOCAL SUPPORT.

[LEARN MORE](#)

 **YOUR
LOGO
HERE** **YOUR BUSINESS NAME**
Proud Supporter of NYSSA

2



**RIDE LOCAL
SHOP LOCAL
SUPPORT LOCAL**

TOGETHER WE KEEP
NEW YORK MOVING.

[LEARN MORE](#)

 **YOUR
LOGO
HERE** **YOUR BUSINESS NAME**
Proud Supporter of NYSSA

3


**YOUR BUSINESS
SUCCESS STARTS HERE.**



BRONZE SPONSORSHIP

\$1,000 / YEAR



AFFORDABLE EXPOSURE. LOCAL IMPACT. REAL RESULTS.

BRONZE SPONSORSHIP INCLUDES:

- Quarter Page Ad in All 10 Editions**
High visibility in our digital magazine reaching tens of thousands.
- One-Time Quarter Page Profile**
Showcase your business to our statewide membership.
- 1 Email Blast to Entire Membership**
Connect directly with engaged snowmobilers across New York.
- Bronze Sponsor Recognition**
Listed on our website and in every magazine edition.



Quarter Page Ad Example

QUARTER PAGE AD EXAMPLE

YOUR BUSINESS

ADVENTURE STARTS HERE!

Proud to support snowmobiling in New York State.

YourWebsite.com | 555-123-4567

THANK YOU FOR YOUR SUPPORT!

QUARTER PAGE PROFILE EXAMPLE

BUSINESS PROFILE

YOUR BUSINESS NAME

SERVING OUR COMMUNITY SINCE 1995

We are a locally owned business committed to providing quality service and products to outdoor enthusiasts across New York State.

Thank you for supporting our business and snowmobiling!

Quality Products
 Local Service
 Community Focused

YourWebsite.com | 555-123-4567

EMAIL BLAST EXAMPLE

New York State Snowmobile Association

Proudly Supporting Our Members

SUPPORT OUR TRAILS. SUPPORT OUR COMMUNITY.

A MESSAGE FROM OUR BRONZE SPONSOR

YOUR BUSINESS LOGO HERE

We are proud to support snowmobiling in New York State and the amazing communities that make it all possible. Check out what we have to offer!

LEARN MORE

TOGETHER WE BUILD STRONG TRAILS, STRONG COMMUNITIES, AND A STRONGER FUTURE.

Paradox

Paradox Outdoors

PAGE 8

50/50 REVENUE SHARING

STRONGER TOGETHER. GREATER IMPACT.



All sponsorships sold outside of the local clubs are shared equally between NYSSA and Paradox.

This partnership ensures the continued growth of our trails, the strength of our Association, and the expansion of valuable member benefits.



50% TO NYSSA

Revenue supports the mission and operations of NYSSA, directly benefiting snowmobilers across the entire state.



Trail maintenance and improvements



Safety & education programs



Advocacy & government relations



Member benefits and services



Promoting snowmobiling statewide



50% TO PARADOX

Revenue is reinvested into the program to grow sponsorships, expand exposure, and deliver results for NYSSA and our partners.



Sales & marketing efforts



Program management & administration



Email marketing & communication



Online magazine & digital platform



Sponsor support & business development

HOW IT WORKS:



BUSINESS SPONSORS NYSSA

Businesses partner with NYSSA through the statewide program.



SPONSORSHIP REVENUE GENERATED

Paradox manages the sponsorship sales and program.



REVENUE SHARED EQUALLY

50% to NYSSA
50% to Paradox



INVESTED BACK INTO GROWTH

Both partners reinvest in programs, marketing, and member value.



MORE SPONSORS. MORE TRAILS. STRONGER FUTURE.

A sustainable model that benefits everyone.

THE BENEFIT:

- ✓ A fair and transparent partnership
- ✓ Reinvestment that drives growth
- ✓ Stronger trails, stronger Association
- ✓ More value for members and sponsors
- ✓ A bright future for snowmobiling in New York State



NEW YORK STATE SNOWMOBILE ASSOCIATION

Dedicated to improving our sport.



Working together to build the largest outdoor business network in New York State.



TOGETHER, WE'RE INVESTING IN OUR TRAILS, OUR MEMBERS, AND THE FUTURE OF SNOWMOBILING.





EXCLUSIVE INDUSTRY PARTNERSHIPS

ONE CATEGORY. ONE OFFICIAL PARTNER.

\$25,000 / YEAR

Be the Official Business Partner of NYSSA in your industry category.

- ✓ Exclusive Category
- ✓ No Competitors
- ✓ Full Page Ad in Every Edition
- ✓ Premium Branding & Recognition
- ✓ Featured as the Official Sponsor in Your Category



EXAMPLES OF EXCLUSIVE CATEGORIES



AUTOMOBILE
MANUFACTURER



SNOWMOBILE
MANUFACTURER



HOTEL
CHAIN



RESTAURANT
CHAIN



FUEL
COMPANY



INSURANCE
COMPANY



OUTDOOR
EQUIPMENT



TRAILER
MANUFACTURER



FINANCIAL
INSTITUTION



RETAIL / GEAR
SUPPLIER



TELECOMMUNICATIONS
COMPANY



HEALTHCARE
SERVICES

...AND MANY MORE!



THE POWER OF EXCLUSIVITY

Exclusive partners receive prominent recognition as the official sponsor in their category across all NYSSA platforms, communications, and events.



Your brand. Your category. Your community.

TOGETHER WE GO FURTHER.



LIMITED TO ONE PARTNER PER INDUSTRY CATEGORY!

Gain category exclusivity and align your brand with New York's premier snowmobiling community.



TENS OF THOUSANDS OF MEMBERS



YEAR-ROUND EXPOSURE



STRONGER TRAILS. STRONGER FUTURE.



Partner with the most trusted snowmobile association in New York State and become the only choice in your industry.



Paradox

EXAMPLES OF EXCLUSIVE CATEGORIES

ONE CATEGORY. ONE OFFICIAL PARTNER.

Only one company in each industry category will be accepted as the Official Exclusive Partner of NYSSA. Gain unmatched visibility, category exclusivity, and a strong connection with tens of thousands of passionate snowmobilers across New York State.

 AUTOMOBILE MANUFACTURER	 SNOWMOBILE MANUFACTURER	 HOTEL CHAIN	 RESTAURANT CHAIN	 FUEL COMPANY
 EXAMPLE PARTNER: Ford Motor Company	 EXAMPLE PARTNER: Polaris Industries	 EXAMPLE PARTNER: Hilton Worldwide	 EXAMPLE PARTNER: Applebee's Neighborhood Grill	 EXAMPLE PARTNER: Sunoco LP
 INSURANCE COMPANY	 OUTDOOR RETAILER	 TRAILER MANUFACTURER	 FINANCIAL INSTITUTION	 TELECOMMUNICATIONS COMPANY
 EXAMPLE PARTNER: State Farm Insurance	 EXAMPLE PARTNER: Bass Pro Shops	 EXAMPLE PARTNER: Triton Trailers	 EXAMPLE PARTNER: NBT Bank	 EXAMPLE PARTNER: Verizon Wireless

EXCLUSIVE PARTNERSHIP BENEFITS



- ✓ Only one partner in your industry category.
- ✓ Official designation as "The Official Partner of NYSSA" in your category.
- ✓ Full-page ad in every edition of the NYSSA magazine.
- ✓ Premium placement on NYSSA website and emails.
- ✓ Recognition at events, on trails, and in all marketing.
- ✓ Build trust and loyalty with a highly engaged audience.
- ✓ Demonstrate leadership and support for New York's snowmobiling community.



**BE THE ONLY. BE THE OFFICIAL.
BE THE PARTNER.**

These exclusive partnerships position your brand as the trusted leader in your industry and connect you with the most passionate outdoor audience in New York State.

THE LOCAL CLUB PARTNERSHIP

OUR CLUBS ARE THE HEART OF NYSSA.

Local clubs know their communities and businesses. By working together, we build stronger trails and stronger communities.

230+
LOCAL CLUBS

Active across New York State from the Adirondacks to Long Island, our clubs are the boots on the ground. They connect businesses with NYSSA and drive the success of this program.



A PARTNERSHIP THAT DRIVES RESULTS



BUSINESS PARTNERS

Local businesses partner with their club.



CLUB RECRUITS

Clubs introduce and recruit sponsors.



NYSSA BENEFITS

NYSSA gains revenue to support trails, safety & advocacy.



MEMBERS ENGAGED

Members support sponsors who support our trails.



STRONGER TRAILS. STRONGER FUTURE.

More resources for trails, equipment, safety & community programs.

REVENUE SPLIT

For sponsorships secured by local clubs:

50%

TO LOCAL CLUB

25%

TO NYSSA

25%

TO PARADOX
CONSULTING GROUP /
PARADOX OUTDOORS

Working together for a stronger snowmobiling future.



When our clubs win,
our communities win,
and snowmobiling
in New York State
thrives.

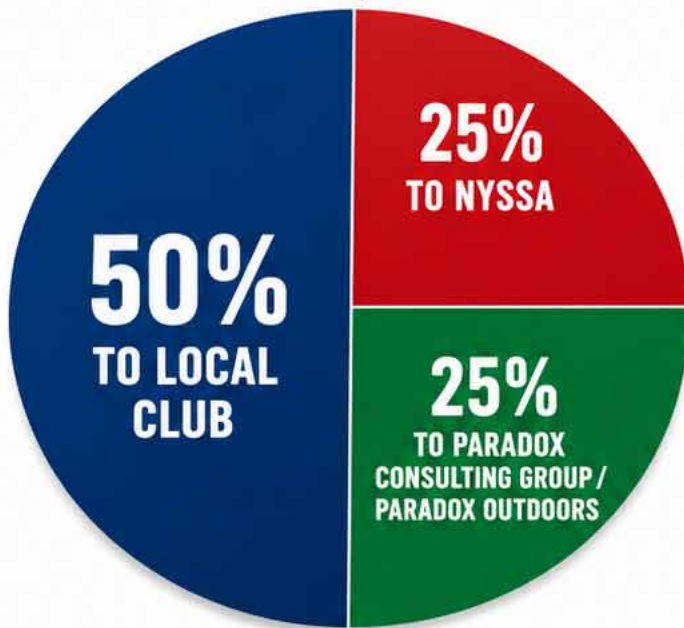
BUSINESSES BENEFIT. CLUBS BENEFIT. NYSSA BENEFITS. EVERYONE WINS.

REVENUE SHARING MODEL

TOGETHER WE GROW.

Our partnership model ensures local clubs, NYSSA, and our marketing partners all benefit — creating a sustainable program that supports our entire snowmobiling community.

**BUSINESS
SIGNS ON**



HOW IT WORKS



50% TO LOCAL CLUB

Local clubs are the heart of NYSSA. Clubs receive 50% of sponsorship revenue for securing local business partners.



25% TO NYSSA

NYSSA uses its share to support statewide operations, trail advocacy, safety programs, and member resources.



25% TO PARADOX CONSULTING GROUP / PARADOX OUTDOORS

Supports program development, marketing, account management, and ongoing growth.



A FAIR MODEL. A STRONGER NETWORK.

This model creates a powerful incentive for clubs to get involved, builds long-term revenue for NYSSA, and delivers value for our partners.

LOCAL STRENGTH. STATEWIDE IMPACT.

When businesses support our clubs, everyone benefits — stronger trails, safer communities, and a better experience for all snowmobilers.



**TOGETHER WE DRIVE THE FUTURE
OF SNOWMOBILING IN NEW YORK STATE.**



THE NYSSA OUTDOOR BUSINESS ALLIANCE

A PREMIER PARTNERSHIP PROGRAM

REVENUE PROJECTIONS

SUSTAINABLE GROWTH. LONG-TERM IMPACT.

Our sponsorship program is designed for steady, long-term growth.
As more businesses and local clubs join, our impact—and revenue—will grow together.



**STRONG GROWTH.
REAL RESULTS.**

Even two exclusive
partners can push
year one revenue
over \$100,000!

PROJECTED SPONSORSHIP REVENUE 5-YEAR OUTLOOK



A PROVEN MODEL FOR LONG-TERM SUCCESS

More partners. More clubs. More impact.
Stronger communities. Stronger trails. Stronger future.

**EVEN TWO EXCLUSIVE PARTNERS
CAN PUSH YEAR ONE REVENUE
OVER \$100,000!**



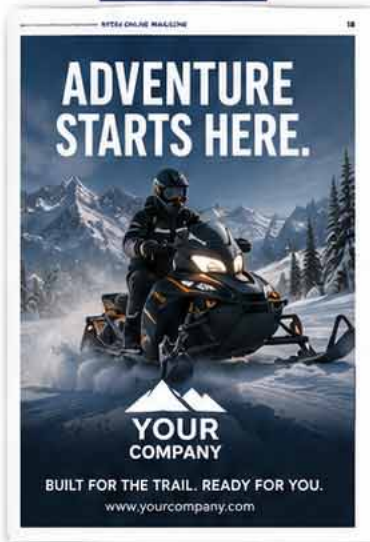
HIGH-VALUE EXPOSURE THAT DRIVES RESULTS

ONLINE MAGAZINE AD EXAMPLES

Your message. Our platform. Thousands of engaged readers.
Maximum impact for your business.



FULL PAGE



Premium placement.
Maximum impact with
full-page visibility in
all 10 digital editions.

HALF PAGE



Ideal balance of visibility
and value with your message
seen by every member.

QUARTER PAGE



Great visibility at an
affordable investment.
Perfect for ongoing exposure.

BUSINESS PROFILE EXAMPLE



ONE-TIME BUSINESS PROFILE FEATURE

Tell your story, showcase your
business, and connect with
thousands of passionate
snowmobilers across
New York State.

- ✓ Full color profile
- ✓ Photo and logo included
- ✓ Business story and highlights
- ✓ Contact information
- ✓ One-time feature in all 10 editions

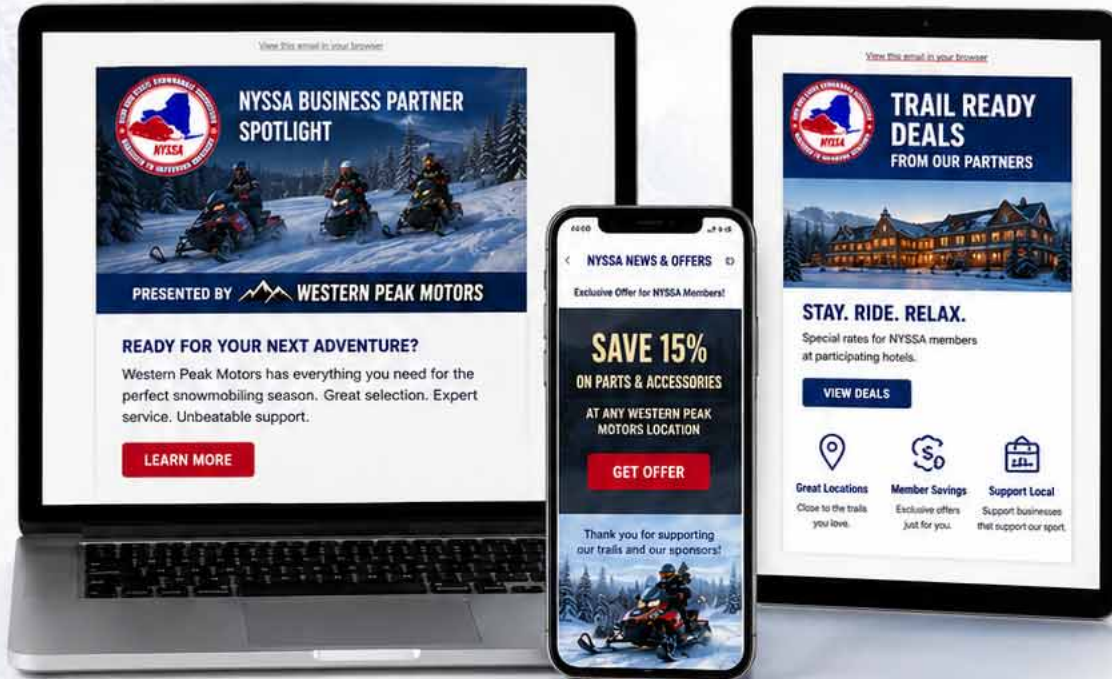


TARGETED EMAIL MARKETING

YOUR MESSAGE. DELIVERED.

Our dedicated email program puts your business in front of tens of thousands of engaged snowmobilers across New York State.

DIRECT ACCESS TO
TENS OF THOUSANDS
OF MEMBERS



DEDICATED EMAIL CAMPAIGNS INCLUDE:

-  **Exclusive Offers**
Special discounts for NYSSA members
-  **New Products & Services**
Introduce your latest offerings
-  **Business Spotlight**
Build brand awareness and trust
-  **Event Promotion**
Drive attendance at events and sales
-  **Measurable Results**
Track opens, clicks and engagement

HIGH OPEN RATES. HIGH ENGAGEMENT. REAL RESULTS.

- ✓ Sent to tens of thousands of active, passionate snowmobilers
- ✓ Professionally designed and mobile-optimized
- ✓ Delivered directly to member inboxes
- ✓ Consistent exposure all season long



- ✓ Strengthen your brand connection
- ✓ Drive traffic to your website or location
- ✓ Generate more leads and sales
- ✓ Support the sport and our trail communities

EXAMPLE CAMPAIGN PERFORMANCE


Average Open Rate
28-35%


Average Click Rate
6-10%


Active Subscriber List
TENS OF THOUSANDS


Proven Results
REAL IMPACT FOR OUR PARTNERS



YOUR MESSAGE. OUR MEMBERS. STRONGER TRAILS. STRONGER FUTURE.

IMPLEMENTATION TIMELINE

FROM LAUNCH TO LONG-TERM SUCCESS



A proven step-by-step plan to build a sustainable revenue program that grows year after year.



**CONSISTENT EXECUTION. STRONG PARTNERSHIPS.
SUSTAINABLE GROWTH.**



**Building the strongest
business network in
New York State—
one partnership
at a time.**



Paradox Consulting Group
Marketing. Advertising. Communication.



Connecting Businesses. Organizations.
Outdoor Enthusiasts.

**TOGETHER WE CAN BUILD
A STRONGER FUTURE FOR
SNOWMOBILING IN
NEW YORK STATE.**

**THANK YOU FOR
SUPPORTING NYSSA!**

A FRESH LOOK. A STRONGER IMPACT.

REDESIGNING OUR ONLINE PUBLICATION AND EMAIL BLASTS FOR BETTER RESULTS.

Our members, sponsors, and partners deserve a modern, professional experience that reflects the strength and prestige of NYSSA. By elevating the look and feel of our online magazine and email communications, we create greater engagement, build trust, and deliver more value to our sponsors and members.



A MODERN, CONSISTENT, AND UPSCALE LOOK BUILDS CREDIBILITY AND DELIVERS RESULTS.



1. ONLINE PUBLICATION REDESIGN

A MAGAZINE OUR MEMBERS ARE PROUD TO READ AND SHARE.

- ✓ Modern, clean, and mobile-friendly design
- ✓ Consistent branding that elevates NYSSA
- ✓ Stronger visuals and storytelling
- ✓ Dedicated sponsor placements
- ✓ Better organization for easier reading
- ✓ Higher engagement and longer time on site



A BETTER READING EXPERIENCE LEADS TO MORE ENGAGED MEMBERS, MORE VALUE FOR SPONSORS, AND A STRONGER ASSOCIATION.



2. EMAIL BLAST REDESIGN

PROFESSIONAL EMAILS THAT GET OPENED. GET READ. GET RESULTS.

- ✓ Eye-catching, mobile-responsive templates
- ✓ Consistent NYSSA branding in every email
- ✓ Clear calls to action that drive clicks
- ✓ Better placement for sponsor messages
- ✓ Stronger visuals that tell a story
- ✓ Improved open rates and engagement
- ✓ Real results for our partners



BETTER EMAILS DELIVER HIGHER OPEN RATES, MORE CLICKS, AND MORE BUSINESS FOR OUR SPONSORS.

THE BENEFIT TO NYSSA AND OUR PARTNERS



STRONGER BRANDING

A consistent, upscale look that reflects the quality of our Association.



MORE ENGAGEMENT

Members spend more time reading, clicking, and taking action.



MORE VALUE FOR SPONSORS

Premium placements in a professional environment.



BETTER RESULTS

Higher visibility, more leads, and better ROI.



STRONGER FUTURE

Investing today builds a stronger Association for tomorrow.



A MODERN LOOK. A STRONGER MESSAGE. A BRIGHTER FUTURE.

TOGETHER, WE CAN DELIVER EXCELLENCE TO OUR MEMBERS AND UNMATCHED VALUE TO OUR PARTNERS.



WHY THIS WORKS

**A POWERFUL COMBINATION.
REAL RESULTS.**



TENS OF THOUSANDS OF PASSIONATE MEMBERS

Engaged, active, and loyal to the snowmobiling lifestyle.



OUTDOOR LIFESTYLE. HIGH DISPOSABLE INCOME

Members spend on what matters—experiences, travel, equipment, and local businesses.



STRONG LOYALTY TO LOCAL BUSINESSES

Snowmobilers support the businesses that support their communities.



YEAR-ROUND EXPOSURE THROUGH MULTIPLE CHANNELS

Magazine, email, website, social media, and club networks.



INVESTING IN TRAILS, SAFETY & OUR FUTURE

Sponsors help build stronger trails, safer communities, and a better experience for everyone.

THE RESULT:



MORE EXPOSURE

Targeted marketing to a highly engaged audience.



MORE CUSTOMERS

Drive traffic to your business and increase sales.



STRONGER COMMUNITY

Your support strengthens local clubs, trails, and the snowmobiling community.



POSITIVE BRAND IMAGE

Be seen as a leader and supporter of New York's outdoor heritage.



REAL ROI

Measurable results that deliver long-term value for your business.



**REAL RELATIONSHIPS.
REAL RESULTS.**
*Stronger Trails.
Stronger Future.*

**TOGETHER, WE CAN BUILD THE LARGEST OUTDOOR
BUSINESS NETWORK IN NEW YORK STATE.**

Paradox
Paradox Consulting Group

Paradox
Paradox Outdoors



THE NYSSA OUTDOOR BUSINESS ALLIANCE

MEET YOUR PARTNERS

Paradox Consulting Group and Paradox Outdoors are proud to partner with NYSSA to build a stronger future—together.



WE DELIVER STRATEGIES
THAT CONNECT BUSINESSES
WITH PEOPLE AND
DRIVE MEASURABLE
SUCCESS.



PARADOX CONSULTING GROUP

STRATEGIC MARKETING. REAL RESULTS.

For over 35 years, Paradox Consulting Group has helped businesses and organizations grow through powerful marketing, advertising, and communications.



Experts in strategy, branding, digital marketing, advertising, and communications.



We create strategies that build brands, drive results, and strengthen communities.



Experience across a wide range of industries, including outdoor recreation, automotive, tourism, non-profits, and local government.



A dedicated partner focused on helping NYSSA and its clubs succeed.



WE ARE OUTDOOR ENTHUSIASTS
WORKING TO SUPPORT THE
OUTDOOR COMMUNITY AND
PROMOTE THE LIFESTYLE
WE ALL LOVE.



PARADOX OUTDOORS

CONNECTING OUTDOOR ENTHUSIASTS. SUPPORTING OUR COMMUNITIES.

Paradox Outdoors is a dedicated platform for the outdoor community. We connect businesses, organizations, and outdoor enthusiasts across New York State.



A network built to promote outdoor recreation and responsible access.



Marketing and communication solutions designed specifically for the outdoor industry.



Supporting local businesses, tourism, conservation, and outdoor traditions.



Passionate about preserving our trails, waterways, wildlife, and way of life.

TOGETHER, WE DELIVER RESULTS.

With a shared commitment to outdoor recreation and community, Paradox Consulting Group and Paradox Outdoors are proud to help NYSSA create lasting value for its members, clubs, and partners across New York State.

Together, we deliver results.





TOGETHER WE CAN BUILD THE LARGEST OUTDOOR BUSINESS NETWORK *IN NEW YORK STATE.*

PRESENTED BY



STRONG PARTNERS.
STRONGER TRAILS.



STRONG COMMUNITIES.
MORE MEMBERS.



STRONG BUSINESSES.
MORE GROWTH.



STRONGER FUTURE.
TOGETHER.

THANK YOU FOR SUPPORTING NYSSA!