

MOO^{VER}!

2021-22
Mount Snow Region
**Sponsorship
Packages**

The MOOVer

Operating since 1996, the MOOVer public transit system features uniquely-Vermont, Holstein cow designed buses. Each winter we provide over 200,000 rides throughout the Mount Snow Region to a wide variety of residents and visitors.

The Mount Snow Region

Big exposure. Boasting hundreds of miles of alpine, cross-country, and snowmobile trails, the Mount Snow Region is at the heart of winter recreation in Vermont. It is Vermont's closest big mountain resort for visitors traveling from Boston, New York, Connecticut and Rhode Island metro areas.



Mobile Outdoor Billboards

MOOVer buses are large outdoor moving billboards. With our Holstein-spotted motif, your message will stand out more than ever. Our eye-catching buses and shelters are located in the Mount Snow Main Base Area, and the buses travel throughout the region, providing impressions to over a million skiers, riders, tourists, and locals.

CONTACT RANDY SCHOONMAKER FOR MORE INFORMATION:
802-463-2474 • RANDYS@MOOVER.COM • MOOVER.COM

MOOVER!

2021-22 Mount Snow Region Sponsorship Packages



2021-22 Mount Snow Region Sponsorships

	Winter Season 11/1-4/30	Summer Season 5/15-10/10	Year Round Price
Curb Side or Driver Side Bus Windows*	\$7,000	\$3,000	\$9,000
Rear Window*	\$7,000	\$3,000	\$9,000
Eight Mount Snow Bus Shelters	\$2,000	\$1,000	\$2,000
11" x 17" Interior of the Bus Message	\$500	\$200	\$600

*These rates include one 29" x 74" message on all eight Mount Snow Bus shelters and one message inside the bus. All prices include printing, installation and removal.

Mount Snow Region

	Winter Season 11/1-4/30	Summer Season 5/15-10/10	Total Year
2018-19 Miles Traveled by Our Buses	180,474	149,383	329,857
# Routes	16	8	24
# Vehicles	27	8	20



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The MOOver Sponsorship Design Specs

The MOOver does not sell advertising but sells sponsorships. Sponsorship messages may contain your company's name, logo, address, phone number, website address, a neutral description or list of products or services, and logos and slogans that are an established part of your company's identity. No price information or comparative language is allowed. The MOOver reserves the right to refuse a sponsorship request and to refuse an individual message presented by a sponsor.

YOUR MESSAGE CAN APPEAR ON OUR BUSES IN SEVERAL DIFFERENT FORMATS:



Message can span the entire width of all windows including the space between the window pane



Message can be split on each individual pane of glass



Message on rear window of bus



Message on the interior of bus



Message can cover eight bus shelters at the base of Mount Snow

Deadline for artwork is September 10, 2021

Sponsors provide a hi-res PDF based on our specifications. Pricing includes production of size appropriate perforated vinyl window, shelter, and interior graphics plus installation on all buses and the eight shelters.

Files for each window must be vector files to be opened in Adobe Illustrator or a high res image in Adobe. Allow a 2" bleed around all sides for accurate fit of the message onto the window.

- All fonts must be outlined
- Any images need to be a minimum 150dpi
- All images need to be embedded or sent separately
- The fleet has different vehicle and window sizes available upon contract signing
- Bus shelter dimensions are 31" x 75"

SPONSORSHIP MESSAGES WILL NOT BE ACCEPTED IF THEY:

- Embody, reflect, imply or otherwise create an appearance of an endorsement of a particular political body or candidate.
- Reflect, imply, or otherwise express a viewpoint on controversial issues of public importance or interest.
- Are inconsistent with The MOOOver's nonprofit mission.
- Will tend to jeopardize The MOOOver's sources of funding for its public services and other activities.
- Manufacture or advocate for tobacco, alcohol or firearm products, vaping, or illegal drugs.
- Are of a sexual nature or promoting and marketing sexually oriented materials, services or products.
- Contain qualitative or comparative language, price information or other indications of savings or value, endorsements, or inducements to purchase, sell or use the products or services.

