



# Entry Form for \$5,000 Prize

2012 Go Snowmobiling

## Take a Friend Snowmobiling Campaign

*The answers to the questions below will be used to judge the winner(s) of the 2012 Go Snowmobiling Take a Friend Snowmobiling campaign effort. Prize is \$5,000 in CASH! Prize may be shared with participating club/association if desired. If you hold more than one event, please complete an entry form for each event. You must be a member of ACSA or CCSO to be eligible. Events may be held any time between January 1, 2012, and March 31, 2012. Entry forms due by April 30, 2012.*

### EVENT DETAILS

What was the name of the event? \_\_\_\_\_

When was the event held? \_\_\_\_\_

Did you provide refreshments?       Yes       No

How many snowmobiles were involved? \_\_\_\_\_

How far did the participants ride? \_\_\_\_\_

How many attendees? \_\_\_\_\_

How many non-snowmobilers went snowmobiling? \_\_\_\_\_

### ATTENDEE DATABASE

Yes, I have attached a file (Excel or Access preferred) with the names, addresses and e-mails of all attendees.

### EVENT PHOTOS AND PR

Please include the following (attach printed pages or include digital files)

Yes, I have attached photos of the event (By including photos with this entry, I am granting ISMA permission to use photos in industry PR and marketing efforts).

Yes, I have attached news clips (examples of any media coverage) of the event

## PARTICIPANT MATERIALS

What safety information did you include in your safety briefing and preparation? (Explain, and attach sample materials)

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What other (non-safety) information did you provide to snowmobilers?

- |   |  |
|---|--|
| <input type="checkbox"/> Club application         | <input type="checkbox"/> Gas station map/directory   |
| <input type="checkbox"/> Trail map                | <input type="checkbox"/> Visitor/tourist information |
| <input type="checkbox"/> Local business directory | <input type="checkbox"/> Other: _____                |
| <input type="checkbox"/> Dealer directory         |  |

## PARTNERSHIPS

Did your club or association work with any of the entities below to expand and improve the event? Check all that apply, and describe (in detail) the specifics of the partner involvement, and the results.

- |   |   |
|---|---|
| <input type="checkbox"/> Chamber of Commerce                              | <input type="checkbox"/> Restaurant         |
| <input type="checkbox"/> Convention and Visitors Bureau                   | <input type="checkbox"/> Motel/hotel/resort |
| <input type="checkbox"/> National/Federal, State/Provincial or local park | <input type="checkbox"/> Hardware store     |
| <input type="checkbox"/> Radio station                                    | <input type="checkbox"/> Snowmobile dealer  |
| <input type="checkbox"/> TV station                                       | <input type="checkbox"/> Truck/auto dealer  |
| <input type="checkbox"/> Newspaper  | <input type="checkbox"/> Other:             |
| <input type="checkbox"/> Gas station                                      |   |

Partnership details (attach pages if desired): \_\_\_\_\_

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## CONTACT INFORMATION

Date of Entry Form Submission: \_\_\_\_\_

Association/Club: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Person Submitting Entry Form: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## FOR ASSOCIATIONS ONLY

*If you are a state/provincial association, please also complete the section below.*

List the club involved in this event: \_\_\_\_\_

Is the club an association member?  Yes  No

How many clubs are in your state/province? \_\_\_\_\_

If known, what is the total number of clubs in your state/province that held an event? \_\_\_\_\_

*Thank you for participating in the Go Snowmobiling Take a Friend Snowmobiling campaign.*

PLEASE MAIL COMPLETED ENTRY BY APRIL 30, 2012, TO THE ADDRESS BELOW:

ISMA  
Attn: Take a Friend Snowmobiling Event  
1640 Haslett Road, Suite 170  
Haslett, MI 48840 USA

For additional copies of this entry form, please visit [www.gosnowmobiling.org](http://www.gosnowmobiling.org)