



I SKI NY
PO Box 375
Jamesville, NY 13078



**ASSOCIATE
MEMBERSHIP
INFORMATION AND
APPLICATION**



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**Benefits of a SANY
Associate Member**

This brochure contains information about becoming an Associate Member of Ski Areas of New York, Inc. (I SKI NY).

The many services SANY provides to the New York State ski industry as well as the benefits of Associate Membership are also outlined within.

New York is Major Ski State:

- With 51 ski resorts NY has more resorts than any other State.
- New York constantly ranks between third and fifth in skier visits with over 4,000,000 per year.
- New York has an economic impact on the upstate economy of over \$1.1 billion per year.
- In 2016 NYS Ski Area have invested over \$75 million in capital improvements.
- The highest vertical drop in the East in NY is at 3,350 feet.



Ski Areas of New York, Inc. is a trade organization that serves its members by acting as a facilitator, negotiator, educator, marketer, business analyst, legal advisor, information collector and distributor and sometimes even a referee. Many of the responsibilities that we have undertaken are simply just expected and some of the time, our members are unaware of the full scope of our operations. This is all by design. By operating as a support organization for the industry, our products and programs help to foster new and continued business for our members. By continually staying abreast of the latest technology and opportunities for our industry, we hope to grow the sport for generations to come.

Statewide Marketing Programs -

Free for Kids Passport Program - Thousands of nine and ten year old children are exposed to skiing and snowboarding each year. For 3rd and 4th Graders

Learn A Snow Sport Month/Bring a Friend Programs - SANY was one of the first supporters of this grass roots effort and helped fund this program as well. This program is key for our future growth.

Discover NY Ski Day: SANY promotes a special day in the season for skiers and want to be skiers special discounts on lift tickets and lessons.

Representation in Albany - SANY works closely with our lobbyists and we recently led the Statewide effort to "stop the ski tax" this was an effort to place sales tax on lift tickets and ski school. We are now involved in the ski helmet issue making sure that any law presented meets the operational criteria of our industry.

Annual Industry EXPO - Our EXPO is one the best attended in the country. The emphasis is on education and a quality trade show experience. Liaison to National and other regional associations such as PSIA, NSP, NSAA, SIA and others.

SANY works closely with I LOVE NY in promoting the ski industry in NYS. Some annual events we are involved in include consumer shows, NYC WinterJam, Media Events, I LOVE NY Winter Guide, School related functions and more.

Annual economic survey for member use which benchmark standards and can be used for comparative purposes.

- **Access** to mailing lists and databases
- **Sponsorship** - Ability to get more exposure via corporate sponsorship
- **SANY Newsletter** - printed/electronically five times a year to keep you in touch with SANY News.

Ski New York License Plate - Show how you support your sport by getting your very own NY Ski Plate and it helps support SANY too!



SANY is an affiliate member of the **National Ski Areas Association**



Check out our consumer website at iskiny.com and Our EXPO website at iskinyexpo.com

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___ Industry Supplier - Sell products / services directly to ski areas - Dues \$285 (7/1 - 6/30)
 ___ Ski Shop - Sell products directly to public only - Dues \$75.00 Annually (7/1 - 6/30)
 ___ Check Enclosed
 ___ Charge Card for the dues above (Visa/MC/Disc/Amex)
 Card # _____ / EXP _____
 CVV Code (on back or front if Amex) _____
 Complete and Mail with check or email to I SKI NY Offices

Company _____
 Address _____
 City _____ Zip _____
 State () _____ / Fax () _____
 Phone () _____ / Website _____
 Cell () _____
 Contact _____
 Title _____
 Email _____
 Additional Contact _____
 Title _____
 Email _____
 Signature _____ / Date _____