



# ***RESORT ALLIANCE***

***POW CANADA IS A PASSIONATE  
COMMUNITY OF OUTDOOR  
ENTHUSIASTS, PROFESSIONAL  
ATHLETES AND INDUSTRY BRANDS  
UNITING TO ADVOCATE FOR POLICY  
SOLUTIONS TO CLIMATE CHANGE.***

***WE BELIEVE OUR LOVE OF  
ADVENTURE IN NATURE DEMANDS  
OUR PARTICIPATION IN THE FIGHT  
TO SAVE AND PROTECT IT.***

A full-page background image showing a skier in a red jacket and white pants standing on a snowy ridge. The skier is silhouetted against a bright sunset sky, with their arms raised in a celebratory gesture. The sun is low on the horizon, creating a warm glow. The skier is holding poles and standing on skis. The overall mood is one of achievement and connection with nature.

# ***POW CANADA MISSION***

Protect Our Winters Canada is a passionate community of outdoor enthusiasts, professional athletes and industry brands uniting to advocate for policy solutions to climate change. We believe our love of adventure in nature demands our participation in the fight to save and protect it.



A high-angle, slightly blurred photograph of a mountain biker riding a trail through a dense forest. The biker is wearing a white jersey and a white helmet, and is positioned on the right side of the frame, moving away from the viewer. The trail is a narrow, dark path cut through the lush green undergrowth. The foreground is dominated by out-of-focus green leaves, creating a sense of depth and immersion in the forest. The overall lighting is soft and natural, typical of a shaded forest environment.

# ***POW CANADA VISION***

For all communities and outdoor playgrounds to be healthy, safe, and resilient to a changing climate, we envision a future where we've transformed our economy and energy systems and cut our carbon emissions in-line with science-based targets the world agreed to in the Paris Climate Agreement.



# WHAT IS THE POW RESORT PROGRAM?

**AN ALLIANCE OF CANADIAN SKI  
RESORTS WHO RECOGNIZE THEY  
ARE ON THE FRONT LINES OF  
CLIMATE CHANGE, AND ARE TAKING  
ACTION AGAINST IT.**

By becoming a member of the POW Resort alliance you will be given opportunities to be leaders in the sustainability movement and become a part of the solution in ways that are consistent with your company culture.



# **POW CANADA RESORT PROGRAM 2024**

This season we will be working with a select group of resorts to continue to lead the POW Canada Resort Program.

We are excited to work with resorts that have made sustainability a priority and can have influence on others to do the same.

We believe that our partnership will have a positive influence on your guests and employees and will also help support POW's mission to turn outdoor enthusiasts into effective climate advocates.



# WHY JOIN THE POW RESORT ALLIANCE?

## CLIMATE CHANGE IS AFFECTING YOUR RESORT'S BOTTOM LINE

Shortened season length multiplied by skiable terrain losses due to a warming climate has put the viability of many ski resorts at risk .

Under a high emission pathway, the plausibility of maintaining the economically important “100 day seasons” will be more difficult for resorts across Canada, driving them to possible closure by 2050.





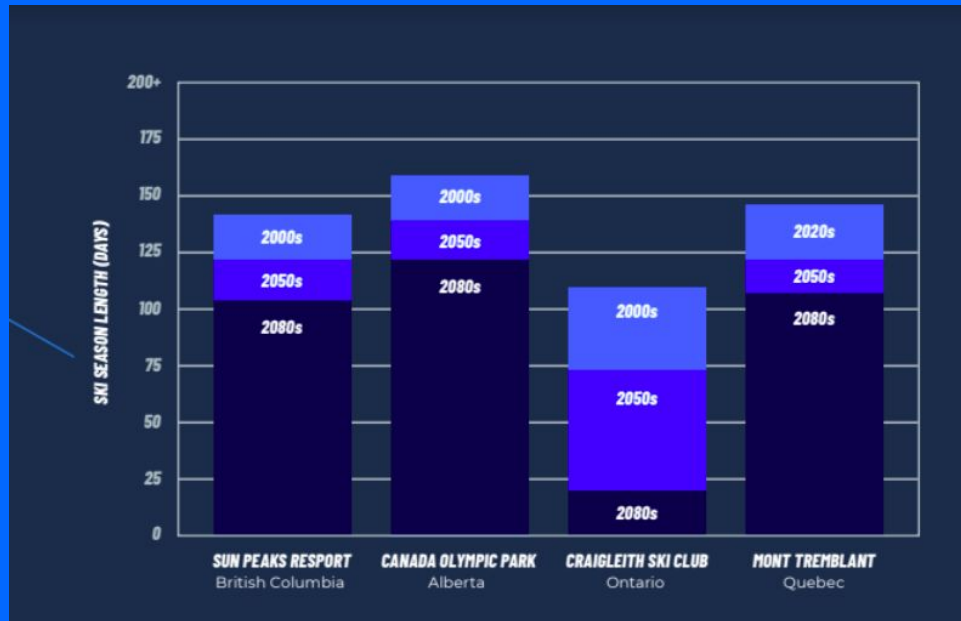
# WINTER IS IN OUR HANDS

According to *Losing Our Cool, The Future of Snowsports in a Warming Climate*, snowsports in Canada can be saved if global warming is kept in line with the Paris Climate Agreement

**All other industries have organized themselves in a way to influence over policy decisions which are important to their industry. The outdoor industry in Canada is massive, yet has never been organized in a way to have a collective voice and collaborative influence. Our mission is to come together to create a powerful voice.**



# SHORTENED SKI SEASONS ARE PREDICTED BUT ACTION CAN MAKE A DIFFERENCE



## REDUCED EMISSIONS PATHWAY-THE GOAL

Season length will be reduced about 12-13% by 2050

## HIGH EMISSIONS PATHWAY

Season length will be reduced about 15-22% by 2050 with closures Christmas and March Break

Sources: Losing our Cool, The Future of Snowsports in a Warming Climate & [Regional ski tourism risk to climate change: An inter-comparison of Eastern Canada and US Northeast Markets](#)

***IT'S NOT ABOUT CHANGING  
LIGHT BULBS, IT'S ABOUT  
CHANGING POLICY***



# PARTNERSHIP FOCUS AREAS 2024

## 1. BRAND AWARENESS

Announcing your partnership, supporting our campaigns, re-sharing our content, and amplifying our message through your social media, your resorts' sustainability program or even in print via posters, educational pieces or merchandising. All of these are epic ways to elevate both ours and your brand awareness

## 2. MEMBERSHIP DEVELOPMENT

Provide opportunities for resort members and guests to sign up to be POW Canada Members. SIGN UP YOUR STAFF - A great opportunity to teach your frontline the importance of POW Canada sustainability within ski resorts

## 3. HOST A FUNDRAISER OR EVENT ACTIVATION

In lieu of a yearly fee we're asking resort members if they can to host a fundraiser/ awareness event to show your commitment to POW tied to any event that is already occurring.



## ADDITIONAL AREAS TO EXPLORE - RESORT ALLIANCE

**CONTENT AND MESSAGING SUPPORT:** Our team and our Program Director is available to work with you on messaging and content ideas to help develop your sustainability story.

**ACCESS TO RESORT CLIMATE & SUSTAINABILITY RESEARCH:** Each of our Resorts can work with our researcher to access climate and sustainability data relevant to their specific geographical area.

**STAFF EDUCATION:** We can help with climate education for every member of your team. Include our Enthusiast to Advocate tool in your staff training materials and other educational resources with specific information on the risk of climate change to ski resorts for your staff and leadership.

**CHAPTERS & VOLUNTEERS** Our incredible base of volunteers are spread far & wide across the country. Should you have an event or activation - these are the team who show up! We would love our communities to combine - find out more here; [POW Canada Regional Chapters](#)

## NEW IN 2024: MERCH PROGRAM

POW Canada is proud to announce that we have expanded our merch retailer program!

If your resort is interested in selling POW Canada merchandise onsite please let us know and we can connect you with our team taking care of this!

## PROGRESS OVER PERFECTION:

*Together we can take steps towards climate action. It's all about moving forward, imperfectly, but forward. Tourism as we know it will start to shift due to the climate impacts on our planet. We can help you take steps to stay ahead of the change and be part of the solution.*

# OUR COMMUNITY IS POWERFUL

By becoming a member of the POW Resort Alliance, you are aligning with a community of snowsports enthusiasts that is young, progressive and influential. POW provides a connection to an audience that truly care about climate changes, and who are deeply loyal to the brands that are actively addressing it.





## POW CANADA BY THE NUMBERS

POW CANADA MEMBERS

**32,000+**

POW SOCIAL MEDIA AUDIENCE

**90K**

TOTAL IMPRESSIONS

**1.8M**

SIZE OF ATHLETE &  
AMBASSADOR  
ALLIANCE

**88**

SIZE OF BRAND PARTNER  
ALLIANCE

**42**

REACH OF  
ATHLETE ALLIANCE

**4M**

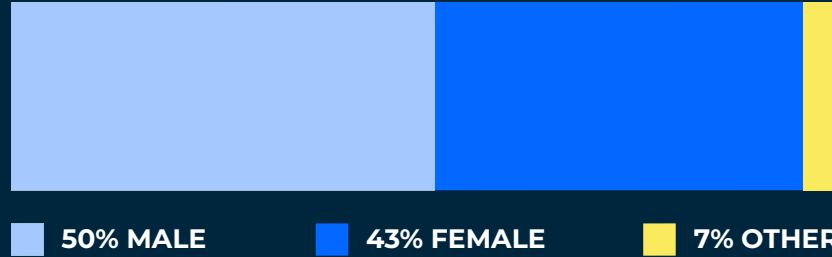
CRM OPEN RATE

**up  
to 26%**

## WHO WE ARE

**87%** 18–44 years old

## DEMOGRAPHICS



# TAKING A STANCE ON ENVIRONMENT IS IMPORTANT TO YOUR GUESTS

94%

GEN Z

87%

MILLENNIALS

Believe that companies should address social and environmental issues and are willing to spend more money for sustainable brands and products.





***YOUR SUPPORT  
DRIVES ACTION***

