

ski-doo **MILLION\$** club support 2009



Dear Club President and Executive:

Announcing the Ski-Doo® Million Dollar Club Support Program

BRP and its Ski-Doo® dealers will donate up to \$1 million dollars to North American snowmobile clubs for snowmobile trails through the Ski-Doo Million Dollar Club Support Program. Regardless of the brand they own, every snowmobiler will be able to participate in this fundraising program.

For each snowmobiler submitting a certificate at their Ski-Doo dealership, BRP will donate \$10 to their snowmobile club through the program. Program certificates will be available in all snowmobile magazines, at fall snowmobile shows, and on ski-doo.com. An advertising, public relations and direct mailing campaign will also be launched to reach every snowmobiler.

BRP and Ski-Doo dealers appreciate the hard work your club and volunteers do each winter, and we want to recognize and support your Go Snowmobiling efforts through the Ski-Doo Million Dollar Club Support Program. By contributing to organized snowmobiling at the grassroots, Ski-Doo can help you deliver a great riding experience for snowmobilers and help attract new members and volunteers to your club.

How does the Ski-Doo Million Dollar Club Support Program work?

BRP will be extensively advertising the program this fall through various media such as direct mail, snowmobile magazines, website campaign, www.ski-doo.com and the fall shows. **The advertising pieces will include a Club Support Donation Certificate that, when filled out, and dropped off at a Ski-Doo dealership by your club member between September 1st 2009 and November 15th 2009, it will entitle your club to a \$10 cash donation from BRP and Ski-Doo dealers.** Your snowmobile club is eligible for a total Ski-Doo donation of up to \$1,500 in cash (150 members X \$10 = \$1,500) paid directly to your club by BRP and our dealers upon program completion. But that's not all...

Your club could also qualify to win a Ski-Doo® MXZ Adrenaline or Summit Everest 800R snowmobile if you achieved the maximum of \$1,500! That's right, one Club in each of the regions of the East and West, (East = Connecticut, Illinois, Indiana, Iowa, Maine, Massachusetts, Michigan, Minnesota, New Hampshire, New York, North Dakota, Ohio, Pennsylvania, South Dakota, Vermont, Wisconsin); (West = California / Nevada, Colorado, Idaho, Montana, Oregon, Utah, Washington, Wyoming), having obtained both the maximum amount of \$1,500 and a 75% participation rate, will be eligible for the Ski-Doo® MXZ Adrenaline or Summit Everest 800R. The Club in each region with the highest participation rate will receive the snowmobile to use for their own fundraising purposes.

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So let's recap...by participating in the Ski-Doo Million Dollar Club Support Program, your club could earn:

- **\$1,500 cash**
- **A Ski-Doo® MXZ Adrenaline or Summit Everest 800R), a retail value of \$9,699 USD (MSRP) for the MXZ and \$9,599 USD (MSRP) for the Summit**

How much you benefit from the Ski-Doo Million Dollar Club Support Program is up to you. So get started today to plan your participation and club mailer. Call your local Ski-Doo dealer to discuss ways to promote the program and maximize program benefits. For more information, please see www.skidoo.com

Ski-Doo and your local Ski-Doo dealer look forward to working with you to put that Million dollars on the snow next winter...

Sincerely,

Scott Weber

Director of North American Sales, Ski-Doo/Sea-Doo/Evinrude Division