



KOOTENAY GATEWAY

INFORMATION - ART - TRAVEL - ADVENTURES

Ski Bus Transportation Proposal

The FREE BUS is now officially the SKI BUS and will no longer be FREE. The bus is working towards being sustainable and with the buy in from key partners, town stakeholders and the riders of the bus we hope to achieve that this year.

Mountain Shuttle has taken on responsibility for making the bus sustainable and is looking for community support to make this happen. We look forward to hearing from you as to how you are able to support us this year.

Bus Service Details

The service route for the bus will be the same as last year; Prestige to Centennial to Red Resort.

Any additional stops will be based on funding from our stakeholders.

The bus will be combined with the Staff bus service for the Josie and Red Resort and will start at 6am. Last ride from the resort will be 6:30pm from Red.

Lunch break will be 1:15p-2:45p.

To accommodate all passengers during the peak hours there will be an express bus between the Prestige and Red Resort.

6:30am-9am - 2 x per hour

3:30-5:30pm - 2 x per hour

In total the bus will be running 12 hours per day for 121 days plus the express hours during peak times.

After Hours Safe Ride Home Bus

To fill the gap in the evening shuttle with the Ski Bus finishing at 7pm we are working on providing an after hours safe ride home service. This service is an experiment between the local businesses, accommodators and Mountain Shuttle. Our aim is to create a sustainable service that is paid for by our guests. However, as this is not currently sustainable we are asking for partners to make the service viable for this season.

The after hours bus service will run from 7pm till Shovel (or another partner if later) to close 7 evenings per week.

Guest Shuttle Fees;

Prestige to Red Resort or Redstone - \$5pp

Prestige to Blackjack and Warfield - \$10pp

The shuttle will be on demand available within 15 mins of the driver being called.

Please help us create a sustainable service to get our guests home safely. Contact Natasha to discuss the subsidy for this service.

Cost of the Bus

Seasons Pass		10 pack	1 time	
\$75.00		\$15.00	\$2.00	
		Buy a pack of 10 tokens and get a discount!	1 ride requires token to be purchased prior to boarding the bus.	
Corporate Pass	Corporate Pass Tier 2	Corporate Pass Tier 3	Corporate Pass Tier 4	
\$250.00	\$500.00	\$750.00	\$1500.00	
Logo on bus and in schedule	Logo on bus and in schedule	Logo on bus and in schedule	Logo on bus and in schedule	
100 tokens	Ad on screen	Ad on screen	Ad on window of bus	
	200 Tokens	Ad in Bus	Ad on screen	
		Unlimited bus passes - guests & staff	Ad in Bus	
		Batches 250	Unlimited bus passes	
			Bus stop	

Custom Tier

If none of these options suit your businesses budget/needs please contact Natasha Lockey, I am happy to discuss an option that will work for you, your guests and staff.

Advertising Opportunity

The bus had over 23000 riders last year plus being on the road for a minimum of 12 hours per day.

If you are looking to get your Brand in front of the winter visitors as well as Rossland locals this season the SKI Bus is the advertising you need.

Your ad will be seen by 23000 eyeballs. And our advertising options enable you to choose the level of exposure you would like.

All Supporters will have their Logo displayed on the outside of the bus, in our bus schedule and on the website. www.rosslandskibus.ca (will be up Friday)

Tier 2, 3 & 4 - Digital Signage on Bus on our in bus screen

Reach your customers with our rotating screen keeping the riders entertained. Let us know about specials, sales or events and we can add them to the screen.

Tier 3 & 4 - Ad on inside wall of Bus

Increase your reach by having your ad permanently on the inside wall of the bus, being seen by all passengers at all times while on the bus.

Tier 4 - Get seen with your Ad on the outside of the Bus (*this option is available without the bus stop - please ask us about it!*)

Looking to really take advantage of the time the bus is on the road and parked at the stops by advertising on the outside window.

With advertising rates starting at \$250 including passes for you and your staff this is an opportunity not to be missed this winter!

Logistics of Bus Pass Sales

Season Pass Sale Locations;

Kootenay Gateway

Online

10 Pack and Single Rides;

The tokens will be one ride tokens, they will be sold in packs of 50 & 100 for resale. To keep things simple we will require the passes to be purchased up front by resellers however we will reimburse any unsold tokens at the end of the season.

We need as many resellers as possible to keep this simple for our guests. Please let us know if you would like to be a reseller. You will get your logo displayed as a Pass Reseller in the Schedule and any other marketing materials we put out.

Current Resellers

Kootenay Gateway

Red Resort

Thank you please contact us to secure your advertising placement.

Natasha Lockey

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