

## **FAQS: AIRFLARE PARTNERSHIP WITH MOUNTAIN RESORT MARKETING TEAM**

### **WHAT IS AIRFLARE?**

A set of technologies that help Mountain Patrol find resort guests in need of assistance via their cell phone whether their phone is in or out of cellular service.

### **HOW DOES AIRFLARE WORK?**

Resort guests download the AirFlare app to their IOS or Android mobile phone and fill out a short profile which is stored in a Registry. That's it, once downloaded, the AirFlare app never needs to be opened for the user's phone to be discoverable by Mountain Patrol if they become the subject of a search.

If a guest does become the subject of a search, AirFlare Search Technology provides Mountain Patrol multiple mechanisms to pinpoint the exact location of the guest, in or out of cell service, or whether the guest is on or off resort property.

A full description of AirFlare Features can be found in: [How AirFlare Works](#)

### **HOW DOES AIRFLARE PARTNER WITH A MOUNTAIN RESORT?**

AirFlare Search Technology, training and support is provided free of charge to the resort's Mountain Patrol team, plus other auxiliary search teams as requested (e.g. county sheriff, county SAR, mountain rescue, etc.).

The AirFlare team partners with the resort Marketing Team to actively promote the AirFlare service to resort customers with intent to drive AirFlare app downloads and subscriptions within the mountain community.

### **WHO IS THE AIRFLARE APP PROMOTED TO?**

Primary audience: Resort customers and guests who participate in outdoor activities. Messages are designed throughout seasons to target various populations. E.g. as applicable.

- Inbounds and Backcountry Skiers and Snowboarders
- Mountain Bikers
- Season Pass Holders
- Hikers and Trail Runners
- Families
- Ski School Participants
- Special Event and Tour Participants (E.g. Snow-cat or Heli Ski, Swiftwater Rafting)

Secondary audience: Resort employees and staff. The AirFlare team offers a free lifetime subscription to AirFlare to all resort employees and staff. Messages are designed in conjunction with Resort to educate and encourage adoption.

### **WHAT IS THE COST OF THE AIRFLARE APP TO RESORT GUESTS?**

The retail cost of AirFlare is \$19.99 annually on a subscription via IOS App Store or Google Play.

The AirFlare team is offering the following terms to our charter resorts for the 2018-19 summer and winter season:

1. Free lifetime subscription to all season pass holders
2. Free lifetime subscription to all resort staff
3. \$4.99 annual subscription for life to all resort guests

## **WHAT MECHANISMS ARE USED TO PROMOTE AIRFLARE TO ADVENTURERS?**

The AirFlare team, in partnership with the Resort, employs multiple means of encouraging AirFlare adoption by Resort guests and staff. Specific mechanisms are determined in collaboration with the Resort but may include:

### ***Social Media***

Leverages AirFlare team and Resort social media accounts (Facebook, Instagram, Twitter). The AirFlare team may allocate budget to boost specific posts to a broader, targeted audience.

### ***Mountain Resort Email Distribution Lists***

Leverages various targeted distribution lists managed by the Resort (e.g. all customers, season pass holders, ski school participants, family program participants, employees and staff) to directly communicate messages and offers. Emails can be distributed from Resort account or AirFlare account.

### ***Mountain Resort Website***

Leverages a dedicated section of the Resort website such as Mountain Safety to describe AirFlare, how it works, and why it was adopted.

### ***Physical Displays***

The AirFlare team will work with the resort to determine where stationary creatives promoting AirFlare may be displayed. Examples:

1. Lift ticket lines
2. Rental shop lines
3. Guest services lines
4. Gift shop
5. Lift poles
6. Ski patrol building
7. Cafeteria including menu inserts
8. Lodge including lobby and advertisement in room brochures
9. Bathroom stall inserts
10. Free standing or banner type signage distributed throughout property

### ***Ticket Handout***

Engages ticket sale staff to hand out a small (bookmark size) card with each ticket purchased. Alternatively, a stack of cards can be placed at the ticket line to be picked up voluntarily.

### ***Rental Tag***

Attaches a small AirFlare promotion to rental gear (E.g. snowboards and ski bindings) via an elastic band.

### ***Special Events***

The AirFlare team is interested in attending and potentially sponsoring resort and community events where a broad or targeted population of resort guests and/or community outdoor adventurers can be reached. E.g. Mountain Safety and Awareness events, festivals, races, and

equipment swaps. AirFlare can act independently or in collaboration with resort staff to promote AirFlare awareness and encourage adoption.

### ***Personalized AirFlare App Home Page***

AirFlare app Homepage header (picture and content) is personalized to the resort when an AirFlare subscriber's phone comes within vicinity of the resort. Header displays picture of the resort and a phone number for resort ski patrol. User is notified

### ***Resort App Cross Promotion***

AirFlare app and Resort app are cross-promoted.

1. Resort adds an AirFlare reference and action button to the resort app which promotes AirFlare
2. Via Resort Personalization of AirFlare (see above), when AirFlare app is within resort boundaries, it displays a reference and action button to the resort app

### ***Contests and Giveaways***

The AirFlare team periodically employs contests and giveaways to encourage visibility and adoption.

When a contest or giveaway is in partnership with the resort, the AirFlare team may ask the resort to donate goods or services such as a lift ticket, a ski lesson, a night at the lodge or a gift certificate for a meal.

### ***Video Collaboration***

The AirFlare team has partnered with a video production company, capable of producing marketing and/or educational videos on site featuring AirFlare onsite at the resort and featuring resort staff.

## **WHO IS RESPONSIBLE FOR CAMPAIGN AND CREATIVES DESIGN AND DEPLOYMENT?**

The AirFlare team assumes responsibility for the heavy lifting. The AirFlare team is responsible for creating campaigns and contests, sourcing images and drafting messages. The AirFlare team may ask the resort for access to licensed images that can be used in creatives, or for references to local photographers.

The AirFlare team requests the Resort review and approve all creatives prior to deployment.

Resort staff may also be involved in creatives deployment where Resort assets and facilities are used (for example, placement of physical displays, distribution of targeted emails from Resort email accounts, scheduling posts from Resort social media accounts, etc.).

## **WHAT MATERIALS ARE PROVIDED TO THE RESORT TO AID IN DEVELOPMENT OF ITS OWN CREATIVES?**

Upon initiation of the partnership, the AirFlare team will supply the Resort a packet of material to include:

- Logos (PDF, PNG, JPG, Full color, Monochrome, white background, transparent background)
- Guidelines on how logos are to be displayed
- Approved copy to use to introduce and describe AirFlare

- Product photos (Application screenshots, High quality photos of AirFlare in use)
- AirFlare color palette
- Suggested Fonts
- AirFlare ads which can be included in resort brochures and newsletters (Full page, ½ page, ¼ page)
- Informational Brochures
- Creatives catalogue

We request the resort provide the AirFlare team opportunity to review and approve creatives prior to deployment.