

SKI AREA RENTALS & ACCESSORIES
MANAGEMENT PROGRAM

THE SARA PROGRAM

A PROGRAM FROM EIGHT SKI AREA ASSOCIATIONS AND MANY GREAT SUPPLIERS

SKI AREA RENTALS & ACCESSORIES
MANAGEMENT PROGRAM

THE SARA PROGRAM

- The Ski Area Rentals & Accessories Program came about because a need developed when ski construction changed. Skis were less durable and causing real rental shop issues.
- SARA is even more valuable today than when it was created, and for more reasons.
- We'll show you how to use SARA to your ski area's greatest advantage.

**DO NOT BUY
RENTAL OR
ACCESSORIES ALONE**

**NEGOTIATED PRICING SAVES ON
TESTED RENTAL HARDGOODS &
ACCESSORIES**

**SKI AREA RENTALS & ACCESSORIES
MANAGEMENT PROGRAM**

**RENTAL: ALPINE EQUIPMENT
SNOWBOARD GEAR & HELMETS
RETAIL: GLOVES, GOGGLES
& EYEWEAR, HELMETS AND
MORE FOR YOUR AREA'S SHOP!!!**

**THE SARA PROGRAM IS A JOINT
SKI AREA ASSOCIATIONS'
FREE MEMBER BENEFIT**

OUR PARTNER ASSOCIATIONS

These Associations partner with other state and regional ski area associations to share the benefits of the SARA Program with our ski area members; and the Associations also earn income for grow the sports programs

The Partners Are:

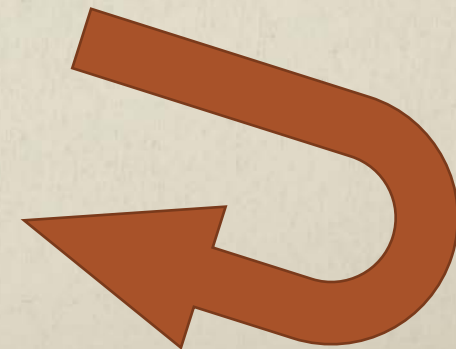
- Ski Maine
- New Hampshire Ski Areas Association
- Ski Areas of New York
- Pennsylvania Ski Areas Association
- Southeast Ski Areas Association
- Midwest Ski Areas Association
- Idaho Ski Areas Association
- Pacific Northwest Ski Areas Association

The SARA Program is a FREE Ski Area Member Benefit

- THERE WERE APPROXIMATELY 1425 SKI AREAS IN 1975 WITH 1400+ INDIVIDUAL OWNERS.
- TODAY, IN 2021, THERE ARE 475 SKI AREAS WITH LESS THAN 300 OWNERS.
- THIS MAKES BELONGING TO AN ASSOCIATION WITH FREE MEMBERSHIP BENEFITS, LIKE THE SARA PROGRAM, MORE IMPORTANT THAN EVER – BECAUSE:
- OUR GOAL IS TO GIVE THE SMALL AND INTERMEDIATE SIZE SKI AREAS ACCESS TO VOLUME PRICING REGARDLESS OF ORDER SIZE.
- ADDITIONALLY, SARA PROGRAM'S TESTING, FLEET MONITORING AND REPORTING CONTINUES TO HELP DEVELOP AND DEFINE HIGH QUALITY PRODUCTS AT REASONABLE PRICES AS WE PROVIDE BUYERS AND SELLERS THIS INFORMATION.
- THIS HELPS ASSOCIATION MEMBER SKI AREAS, AND SUPPLIERS ALIKE! THE SARA PROGRAM IS SUCCESSFUL BECAUSE IT BENEFITS ALL PARTICIPANTS!

**THE SARA
PROGRAM
IS MORE
VALUABLE
THAN EVER –**

HERE'S WHY:



THE SKI AREA RENTALS & ACCESSORIES PROGRAM CAME ABOUT BECAUSE SKI AREAS NEEDED IT

- **The Issues Were:**

- *Ski construction changed with shaped skis*
- *Skis were not lasting until lunch*
- *Pricing was based on rep relationships*
- *Issues, Issues, Issues*

- **The Fix Is:**

- **Challenge suppliers to make rental quality gear**
- **Agreements on pricing**
- **Testing for quality and consistency**
- **Ski area members of participating associations buy this gear by April 15 at best SARA Program pricing**

ROSSIGNOL



SARA PROGRAM ALPINE RENTAL SUPPLIERS ARE A SPECIAL GROUP!



DYNASTAR

They are dedicated to meeting rental specific needs – like yours!



They understand that local and regional ski areas often have different rental needs than national destination resorts – and they make and sell products designed to help us have great rental programs

HEAD®



USE THE SARA PROGRAM WEBSITE:

- www.SARApromgram.com Log in for the details on the product information and great pricing. Start There! Get access to supplier offers – from your ski area email address contact sara-program@usa.net for details how.
- Talk to your reps and get more hands-on information and details, their contact information is with each supplier's offers.
- Order from your reps by April 15. This allows each company to plan and schedule manufacturing which reduces costs and overruns - helping them to give you the best pricing

RENTAL ALPINE SARA PROGRAM PRICE LIST

Binding In Package	Ski Dimensions	Ski Sizes (cm)	DIN Range	WHLs	Disc.	NET
SP 10 ABS PM sol.bk/anthr	128-85-106mm @ 100cm	100	2.5 - 10	\$ 257	21%	\$203.03
SP 10 ABS PM sol.bk/anthr	119-81-97mm @ 125cm	125	2.5 - 10	\$ 257	21%	\$203.03
SP 10 ABS PM sol.bk/anthr	128-76-111mm @ 150cm	150	2.5 - 10	\$ 257	21%	\$203.03
PR 11 MBS BRAKE 85[G] s.bk	124-82-109mm @ 170cm	149, 156, 163, 170, 177	3 - 11	\$ 486	21%	\$383.94
PR 11 MBS BRAKE 85[G] s.bk	131-78-113mm @ 170cm	142, 149, 156, 163, 170, 177	3 - 11	\$ 307	21%	\$242.53
PR 11 BRAKE 85[G] s.bk/wh	127-78-110mm @ 170cm	149, 156, 163, 170, 177	3 - 11	\$ 269	21%	\$ 212.51
SP 10 ABS PM sol.bk/anthr	127-78-110mm @ 170cm	149, 156, 163, 170, 177	2.5 - 10	\$ 252	21%	\$ 199.08
PR 11 BRAKE 85[G] s.bk/wh	123-70-106mm @ 170cm	142, 149, 156, 163, 170, 177	3 - 11	\$ 234	21%	\$ 184.86
SP 10 ABS PM sol.bk/anthr	123-70-106mm @ 170cm	142, 149, 156, 163, 170, 177	2.5 - 10	\$ 217	21%	\$ 171.43
SP 10 ABS PM sol.bk/anthr	125-69-106mm @ 150cm	130 (XS), 140 (S), 150 (M), 160 (L), 170 (XL)	2.5 - 10	\$ 252	21%	\$ 199.08
PREMOUNTED ON SKI	125-69-106mm @ 150cm	130 (XS), 140 (S), 150 (M), 160 (L), 170 (XL)	---	\$ 241	21%	\$ 190.39
PREMOUNTED ON SKI	125-69-106mm @ 150cm	130 (XS), 140 (S), 150 (M), 160 (L), 170 (XL)	---	\$ 241	21%	\$ 190.39
SP 10 ABS PM sol.bk/anthr	123-70-106mm @ 170cm	140 (S), 150 (M), 160 (L), 170 (XL), 180 (XXL)	2.5 - 10	\$ 217	21%	\$ 171.43
PREMOUNTED ON SKI	123-70-106mm @ 170cm	140 (S), 150 (M), 160 (L), 170 (XL), 180 (XXL)	---	\$ 206	21%	\$ 162.74
PREMOUNTED ON SKI	123-70-106mm @ 170cm	140 (S), 150 (M), 160 (L), 170 (XL), 180 (XXL)	---	\$ 206	21%	\$ 162.74

April 15 Pricing
Gets Better
Deals:

Example:
A 21% discount
from wholesale

GOODE now offers a black shaft sublimated graphics durability. If ordered by April 30, 2017, you can purchase the new sublimated **Gorilla™ Graphics** at the same price as the standard silk-screened graphics – a **\$3.00 savings per pair** and a new industry-leading **3 year Warranty!**

GOODE now offer a total of three shaft/graphics options.

Black Shaft - Custom or standard color-coded with silk-screened graphic - **SARA price - \$19.96 \$17.96.**

Black Shaft - Custom or standard color-coded with **Gorilla™ Sublimated Graphics** - **SARA price - \$21.96 \$18.96.**

Grey Shaft - Custom or standard color-coded with **Gorilla™ Sublimated Graphics** - **SARA price - \$21.96 \$18.96.**

\$ 160.00	25%	\$ 120.00
\$ 256.00	25%	\$ 192.00
\$ 237.00	25%	\$ 177.75
\$ 155.00	25%	\$ 116.25
\$ 237.00	28%	\$ 170.64
\$ 140.00	28%	\$ 100.80
\$ 140.00	28%	\$ 100.80

25-28%
discount

MOUNTAIN BIKES FROM SARA SUPPLIER **ROSSIGNOL**

ROSSIGNOL introduced its Mountain Bike collection for Spring 2018 and partnered with SARA Program for our members

The new collection expanded upon Rossignol Group's growing cycling division

The new Rossignol North American collection include various mountain bike models, including full suspension and hard tail offerings across DH, Enduro, Trail, and Junior categories - with 27.5, 27.5+, 29" wheelsets for adults, and 24 and 20" wheelsets for Juniors.



**YOUR SARA TEAM
SETS THE STAGE,
BUT ...
*NOW IT'S YOUR
TURN!***

***MAKE THE MOST OF IT WITH
SOME OF THESE IDEAS:***





... AND SOME RENTAL RISK MANAGEMENT CHECKOFFS

<input type="checkbox"/> YES, <input type="checkbox"/> NO	Dealer Indemnification by Binding Manufacturer
<input type="checkbox"/> YES, <input type="checkbox"/> NO	Current Release Form(s) (skis, boards, other)
<input type="checkbox"/> YES, <input type="checkbox"/> NO	Group Release Form
<input type="checkbox"/> YES, <input type="checkbox"/> NO	Post Accident Inspection Form and Procedures
<input type="checkbox"/> YES, <input type="checkbox"/> NO	Equipment Inspection (who, when, record keeping)
<input type="checkbox"/> YES, <input type="checkbox"/> NO	Technicians Certified and Documented
<input type="checkbox"/> YES, <input type="checkbox"/> NO	Equipment Maintenance Record Keeping
<input type="checkbox"/> YES, <input type="checkbox"/> NO	Pre-Season Testing
<input type="checkbox"/> YES, <input type="checkbox"/> NO	In-Season testing
<input type="checkbox"/> YES, <input type="checkbox"/> NO	Equipment Use Instruction (how, by whom)
<input type="checkbox"/> YES, <input type="checkbox"/> NO	Reporting of Claims
<input type="checkbox"/> YES, <input type="checkbox"/> NO	Spot checks of forms (procedures & form completion)
<input type="checkbox"/> YES, <input type="checkbox"/> NO	Rental Helmets - warnings, conditions checks, cleaning

RELEASE PREFERENCE

Choosing Your Release Preference is Your Responsibility

The factors that determine the release setting on your ski bindings include your height, weight, age, boot sole length, and your personal release preference. You are responsible for determining your own release preference based upon the chart below and for informing the ski shop technician of your preference. Your ski shop technician cannot make this determination for you. Be sure to provide accurate information regarding your height, weight, age and personal release preference. Errors may increase your risk of injury.

	SKIERS NOT CLASSIFIED AS TYPE I OR TYPE III.	
TYPE I	TYPE II	TYPE III
ENTRY-LEVEL SKIERS WHO ARE UNCERTAIN OF THEIR PREFERENCE	MOST SKIERS ARE SATISFIED WITH A TYPE II SETTING	SKIERS WHO DESIGNATE THEMSELVES AS A TYPE III RECEIVE HIGHER THAN AVERAGE RELEASE SETTINGS
Entry-level skiers and skiers who designate themselves as Type I receive lower than average ski binding release settings. This corresponds to easier ski binding release in a fall.	Skiers who designate themselves as Type II receive average ski binding release settings appropriate for most recreational skiing.	Type III corresponds to decreased risk of inadvertent binding release and increased risk of non-release. This classification is not recommended for skiers 47 lbs. (21 kg) and under.

If from experience, you have been dissatisfied with the release settings that result from your release preference, mention this to your binding ski shop technician.

STEPS TO EASY AND PROFITABLE RENTAL SUCCESS

REVIEW YOUR RENTAL INVENTORY - NOW

- Know the quantity and condition of your gear, by size and current condition
 - Adult rental skis, boots poles
 - Kids rental skis, boots, poles
 - Adult snowboards, snowboard boots
 - Kids snowboards, snowboard boots
 - Helmets
- What additional gear, in various sizes, do you need (want) now?
- Given a normal season, what will you likely need next year? **Order by April 15!**

DO YOU HAVE AN EQUIPMENT REPLACEMENT SCHEDULE?



TALK TO YOUR RENTAL AND SNOW SPORTS TEAMS BEFORE YOU BUY

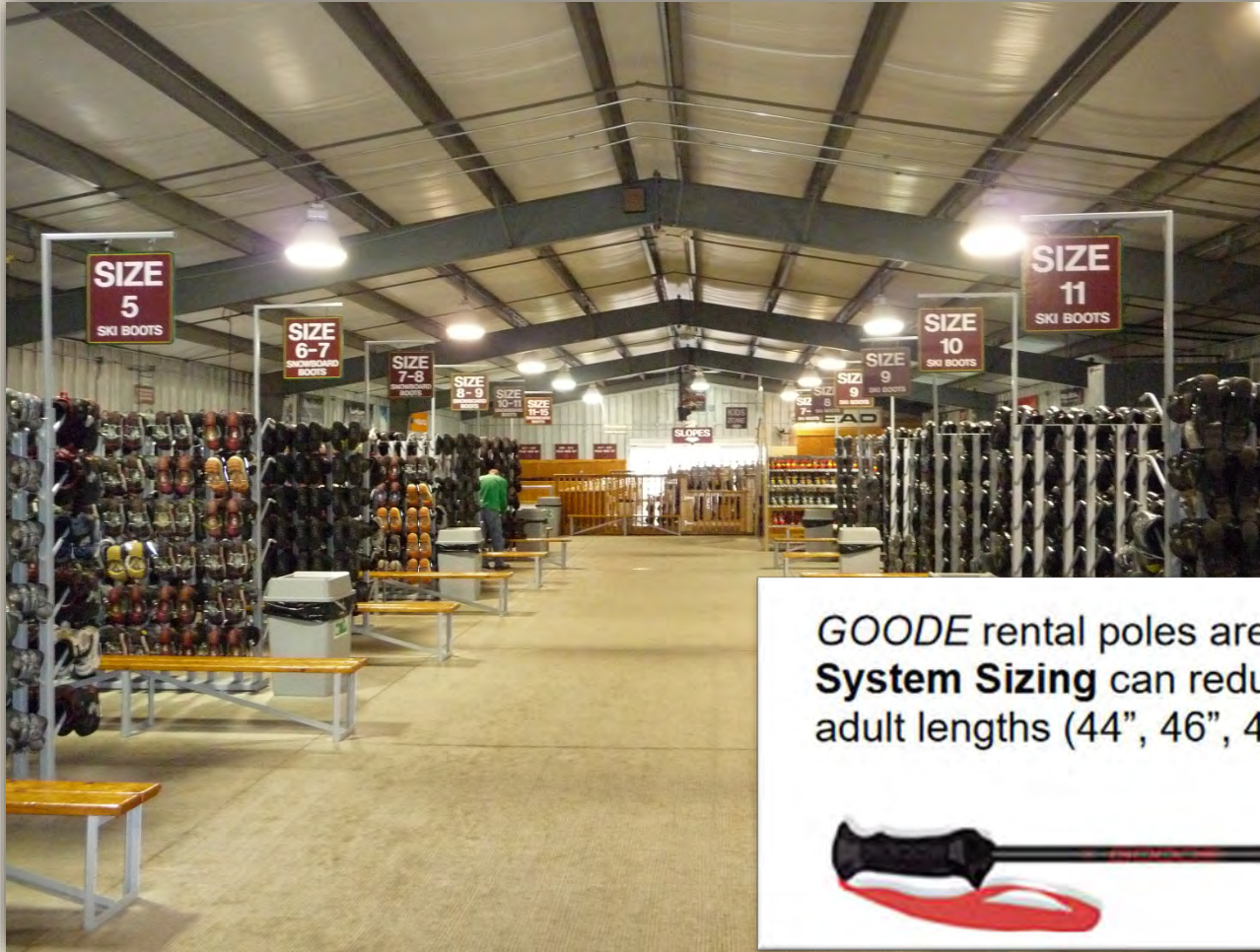
RENTAL SHOP TEAM IDEAS:

- Durability
- Ease of dispatch and use
- Customer satisfaction
- Rep availability & clinics
- Supplier support (Parts, warranty, indemnification, follow-up)
- Other ideas

SKI/SNOWBOARD INSTRUCTORS AND KINDER SCHOOL IDEAS:

- Ski and Ride qualities
- Customer satisfaction
- Ease of switching to/from goofy foot set-up
- Other ideas

ARE RENTAL SYSTEMS FOR YOU AND YOUR SHOP?



GOODE rental poles are available in **Traditional** or **System Sizing**. GOODE's **System Sizing** can reduce your adult fleet SKU sizing from the traditional 6 adult lengths (44", 46", 48", 50", 52", 54"), to just 4 lengths (44", 47", 50", 53").





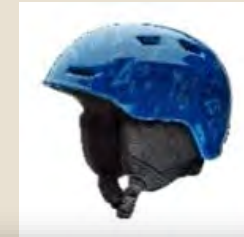
A SIMPLE ACCESSORY SHOP CAN BE VERY PROFITABLE ... AND CUSTOMERS NEED IT!

CARRY MOST NEEDED ITEMS

- Gloves and mittens
- Helmets
- Goggles and sunglasses
- Snow pants and more ...



	Electra Airflow	<u>MSRP</u> \$40.00	<u>WHLSE</u> \$20.00	<u>Pre S</u> \$12.00	<u>GM %</u> 70%
<i>60-70% Margin with SARA</i>					
	Daredevil	<u>MSRP</u> \$50.00	<u>WHLSE</u> \$25.00	<u>Pre S</u> \$20.00	<u>GM %</u> 60%
	Mirror RC36	\$35.00	\$17.50	\$14.00	60%



<i>60-70% Margin with SARA</i>					
	Maze				
	MIPS	<u>MSRP</u> \$140.00	<u>WHLSE</u> \$70.00	<u>Pre S</u> \$53.20*	<u>Gross Margin %</u> 62%
		\$110.00	\$55.00	\$41.80*	62%



Before they built their new lodge, Hyland Ski Area didn't have a dedicated retail space, so they figured out how to make one work, By carving an area from the cafeteria and next to guest services desk

SARA SUCCESSES WITH MORE ACCESSORY SALES ...

SARA Suppliers offer products that guests at ski areas like ours actually want and need, at great price points, creating a profitable win-win with your customers

WE DON'T HAVE AN ACCESSORY SHOP – *WE'RE MISSING A HUGE WIN-WIN OPPORTUNITY*

**Accessory sales can happen in
lots of different places at a ski area:**

- ❖ Ticket windows (on weekdays or ?)
- ❖ Rental shop
- ❖ Cafeteria lines
- ❖ Snowsports and kids centers
- ❖ Bars and Coffee Shops
- ❖ *Anywhere there is a cash register
– should be an accessory sales area*



The SARA PROGRAM
gets you great products
and pricing.

*Tell your reps that your ski
area is a SARA Program
member and you want the
SARA price!*

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AUCLAIR 

elan

Always Good Times


GOODE
— CARBON INNOVATION —

ROSSIGNOL 

HEAD®

SMITH 


DYNASTAR


Winter's Edge
Warmth that keeps you outside.

TALK TO US -

- What's on your mind? Let's talk now ...
- You can reach us from your ski area email address at: **sara-program@usa.net**
- And remember: **www.SARAProgram.com**