



Sponsorship Opportunities

Second Tracks
2026



About the Program

The YMCA of Simcoe/Muskoka, in collaboration with NorthShore Ltd. and Blue Mountain Resort, is creating opportunities that change lives. Together, we're ensuring that 100 local youth, ages 12–16, can experience the thrill of skiing and snowboarding, completely free of cost to their families.

More than just a recreational program, this initiative builds confidence, resilience, and belonging. Over two four-week sessions, participants will enjoy Sunday evenings on the slopes, complete with transportation, dinner, and guided instruction in a supportive, inclusive environment.

By removing financial barriers, we're giving young people the chance to discover their potential, connect with peers, and experience the power of community, one downhill run at a time.

The program is fully insured and follows all safety & vulnerable sector protocols etc... along with participant waivers as mandated by YMCA.

Partnerships

North Shore Ltd.

- Introduced the program to the YMCA/Blue Mtn, recognizing the need to provide local youth with access to outdoor sports and activities.
- Sourcing equipment, donations and volunteers to support the program
- Providing financial support to ensure the program runs effectively and remains sustainable.

Blue Mountain Resort

- Generously providing lift tickets, rentals, and one-hour lessons to all participants.
- Ensure on-site staff are available to assist and provide a designated space for our participants and volunteers.

Program Night Sponsor

Value | \$2,500 (invoiced to your company)

- Support one of the weekly program nights
- Your contribution helps provide program funding, bursary applicants & 5x7 lift passes for program graduates.
- Recognition:
 - Dedicated/Reserved table in Orchard Lodge and to see your investment in action. (optional)
 - Social Media recognition post on the second tracks and YMCA channels with local # @ promotions
 - Website recognition on secondtracks.ca for full season

Session One

Night One: January 11th

- SOLD

Night Two: January 18th

- SOLD

Night Three: January 21st

- SOLD

Night Four: February 1st

- HOLD

Session Two

Night One: February 8th

- HOLD

Night Two: February 22nd

- Available

Night Three: March 1st

- Available

Night Four: March 8th

- Available

THANK YOU FOR
DRIVING US SAFELY
TO BLUE 😊

Thank you
for the best 4
WEEKS!

Thank You for helping us
improve at SKIing and for
giving us this opportunity! I
~~am~~ am very thankful

Thank you so much!! This has been
an amazing experience. I am really
excited to continue with this sport, I
probably wouldn't have been able to
do this without this Program!

Thank you everyone,
for letting me experience a new sport I've
never tried and teaching me how to do it.
Snowboarding is probably my favourite winter
sport now. I'll hopefully get more
confident with the steepest learning
new tricks.



Thank you for considering this opportunity to support Second Tracks and the youth in our community.

For further questions, please reach out to:

**SecondTracks@sm.ymca.ca Or
john@northshore.ltd**