

Memo

To: ORDA Partners
From: ORDA Marketing
Date: November 19, 2014
Re: SKI3 With Me (For Release 11/20/2014)

To support our initiatives of bringing new skiers and riders to our mountains, we have created a way to best utilize word of mouth and social sharing opportunities. We've developed a digital referral program which rewards participants for sharing our message and introducing new people to our beginner programs.

How does it work?

- Participants earn points for signing up, when their friends sign up, and when someone in their network redeems a the learn to ski or snowboard special offer (Details at www.ski3withme.com). These points turn into SKI3 Gift Cards and prizes.
- The beginner programs we're promoting are our 3-Day Parallel from the Start and 3-Day Learn to Snowboard packages. These are regularly priced at a very good rate - \$169. Through this social platform, friends can encourage to try a new sport with a \$20 off coupon for the PFS/LTS program.

How should my organization use this?

1. Register a user name at www.ski3withme.com we recommend using a pseudo name not your business's or organization's name. Whoever administrates your official social media should also be the one to register this account.
2. Verify your account via email and click "Claim Discount" Please note claiming the discount will not force you to purchase anything, only send you an offer via email.
3. Below the Facebook & Twitter sharing icons you will find a bit.ly link which should begin with **http://bit.ly/**. Copy this link and share on your social platforms with the message below and the image that was provided with this email.

Message: "SKI3 WITH ME! Your invitation to escape hibernation. Invite your friends to join you on the slopes and earn rewards. Sign up by December 12 and be entered to win a SKI3 Season Pass and brand new Rossignol skis or snowboard. (Insert link here)"

If you want to help spread the word but aren't concerned with prizes or points you can simply share or re-tweet Whiteface's original post.