



Dear Club President

Back by popular demand; Announcing Year 2 of the Ski-Doo® Million Dollar Club Support Program

BRP is proud to launch once again the program: The Ski-Doo \$1 Million Club Support Program 2010 is here!

BRP appreciates the hard work local clubs and volunteers do each winter. We want to recognize and support these Go Snowmobiling efforts by involving our dealer network and local clubs in the Ski-Doo Million Dollar Club Support Program. Last year, the program delivered \$720,000 to over 1600 North American clubs.

By contributing to organized snowmobiling at the grassroots through our dealers, Ski-Doo can help clubs deliver a great riding experience for local snowmobilers and also help you attract new members and volunteers.

How does the Ski-Doo Million Dollar Club Support Program work?

BRP will be extensively advertising the program this fall through various media such as direct mail, snowmobile magazines, website campaign, www.ski-doo.com, the fall shows and www.theultimateplayground.com. **The advertising pieces will include a Club Support Donation Certificate that, when filled out, and dropped off at a Ski-Doo dealership by a club member between September 1st 2010 and November 15th 2010, the certificate will entitle each club to a \$10 cash donation from BRP and Ski-Doo dealers.** Snowmobile clubs are eligible for a total Ski-Doo donation of up to \$1,500 in cash (150 members X \$10 = \$1,500) paid directly to the clubs by BRP and our dealers upon program completion. But that's not all...

Each club could also qualify to win a Ski-Doo® MXZ TNT or Summit Everest E-TEC snowmobile if the club achieves the maximum of \$1,500! That's right, one Club in each of the regions of the East and West, (East = Connecticut, Illinois, Indiana, Iowa, Maine, Massachusetts, Michigan, Minnesota, Nebraska, New Hampshire, New York, North Dakota, Ohio, Pennsylvania, South Dakota, Vermont, Wisconsin): (West = California, Nevada, Colorado, Idaho, Montana, Oregon, Utah, Washington, Wyoming), having obtained both the maximum amount of \$1,500 and a 75% participation rate, will be eligible for the Ski-Doo® MXZ TNT or Summit Everest E-TEC. The Club in each region with the highest participation rate will receive the snowmobile to use for their own fundraising purposes.



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So let's recap...by participating in the Ski-Doo Million Dollar Club Support Program, the clubs could earn:

- ***\$1,500 cash***
- ***A Ski-Doo® MXZ TNT or Summit Everest E-TEC, a retail value of \$10,599 USD (MSRP) for the MXZ and \$10,849 USD (MSRP) for the Summit***

How much the club benefits from the Ski-Doo Million Dollar Club Support Program is up to you. So get started today to plan your participation and club mailer. Call your local BRP dealer to discuss ways to promote the program and maximize program benefits. For more information, please see www.skidoo.com

Thanks for your cooperation and assistance!

Garret Haider

Director of Sales Northeast USA – Ski-Doo/Sea Doo division

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