



Professional Ski Instructors of America
American Association of Snowboard Instructors



GO WITH A PRO TOOLKIT

INTRODUCTION



The purpose of the PSIA-AASI Go With a Pro Toolkit is to provide our regions and member ski and ride schools with consistent professionally designed materials to support awareness and retention efforts.

The templates in this Go With a Pro Toolkit were primarily designed to attract new clients and retain current lesson-takers. You are welcome to use the materials as is, or you can customize the templates to meet your specific needs. The photos in this toolkit were licensed by PSIA-AASI and are free for you to use.

If you have feedback or questions please contact memberservices@thesnowpros.org.

SNOWSPORT SCHOOL POSTER/FLYER [8.5 x 11 INCHES]



These materials were created to promote professional ski and snowboard instruction at your mountain area. They should be customized with your photography and the content should be adjusted with your specific offers and contact information.



You can use our photography in each piece or add your own teaching or resort photo.

The headline font: is Arial Narrow Bold.
The body copy font: is Arial Narrow Regular.
The web address: is Arial Narrow Bold.

Place your logo here.



GRADUATE FROM GREEN RUNS. TAKE A LESSON.

Don't learn the hard way. The best way to learn to ski and ride, or simply to sharpen your skills, is with a professional instructor. Learn more at MountainArea.com

TAKE A LESSON. GO WITH A PRO.



#snowpros
[Twitter](#) [Facebook](#) [Instagram](#) [LinkedIn](#) [YouTube](#) [Vimeo](#)



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HIRE A PRO, YOUR KIDS WILL THANK YOU.

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GET BETTER FASTER. TAKE A LESSON FROM A SNOW PRO.

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TO BE YOUR BEST, LEARN FROM THE BEST.

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THINK YOU KNOW IT ALL?

THINK AGAIN. EVEN CHLOE KIM AND MIKELA SHIFFRIN HAVE A COACH.

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SAVE YOUR RELATIONSHIP!

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MAKE WINTER MORE FUN.

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PROFESSIONAL INSTRUCTION DIGITAL AD PLACEMENTS



Digital display ads promoting professional instruction can be customized with mountain area logos and used on snowsport area websites, industry websites and on social media.



GRADUATE FROM GREEN RUNS.

Don't learn the hard way.
The best way to learn to ski and ride is with a professional instructor.



TAKE A LESSON GO WITH A PRO

160 x 600 pixels



728 x 90 pixels



300 x 250 pixels



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GRADUATE FROM GREEN RUNS.

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SNOWSPORT SCHOOL POSTCARD [9 x 6 INCHES]



Postcards can be customized, printed and mailed to past students or pass holders to promote professional lessons.





FRIENDS DON'T LET FRIENDS
TEACH FRIENDS.



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TEACH FRIENDS.



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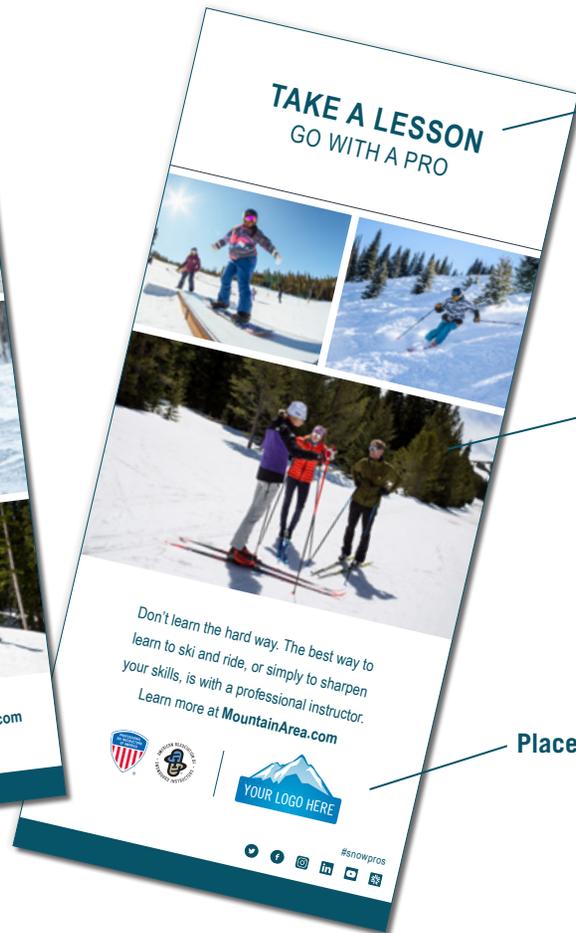


SNOWSPORT SCHOOL RACK CARD [4 x 9 INCHES]



Rack cards can be customized, printed and mailed to past students or pass holders to promote professional lessons.

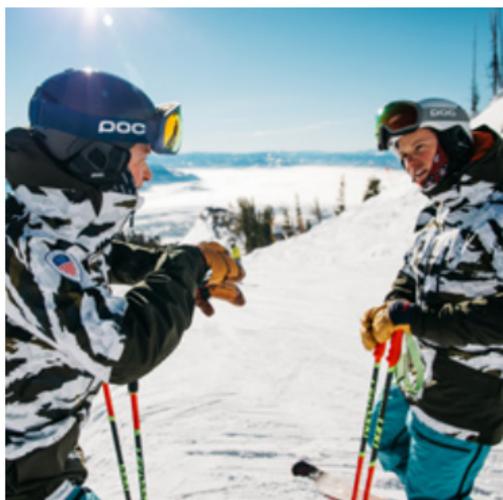
Place your logo here.



You can use this message or insert your offer or deal here.

You can use our photography or add your own teaching or resort photos.

Place your logo here.



MountainArea.com

TAKE A LESSON

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BUSINESS CARDS FOR PROFESSIONAL INSTRUCTORS [3.5 x 2 INCHES]



If you don't have a current printer to work with, you can use PSIA-AASI's online portal to order business cards for your instructors.

How to order business cards:

1. Visit PSIA-AASI's Print Store: www.nationsprint.com/clients/psia/
 - Log in using
 - Email: Marketing@thesnowpros.org
2. Password: SnowPro123!
3. Select "I am a returning user" and "Continue."
4. Select "Start a New Order."
5. Design your card. Remember to reference [PSIA-AASI's Brand Standards](#) on how to write your certifications and credentials.
6. On the shipping page, include your name and email address as the requestor.
7. Pay with your credit card.
8. Place the order!



THESNOWPROS.ORG



PSIA-AASI

LOGO
GOES HERE

FIRST NAME LAST NAME
TITLE

Email: NAME@THESNOWPROS.ORG

Cell: 720.963.4824

Reservations: 303.987.9489

Certifications and credentials
Certifications and credentials

SAMPLE CUSTOM CRYSTAL MOUNTAIN SNOWSPORT SCHOOL MATERIALS



The following section of this toolkit provides an example of one school’s customized marketing materials based on the creative assets we have provided. This is included only as a visual example of how these materials can be adjusted based on your area’s needs and brand standards.



CRYSTAL MOUNTAIN POSTER/FLYER

[8.5 x 11 inches]



MAKE WINTER MORE FUN.

Don't learn the hard way. The best way to learn to ski and ride, or simply to sharpen your skills, is with a professional instructor. Learn more at CrystalMountainResort.com.

TAKE A LESSON. GO WITH A PRO.





GRADUATE FROM GREEN RUNS. TAKE A LESSON.

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CRYSTAL MOUNTAIN DIGITAL AD PLACEMENTS

[728 x 90, 300 x 250 and 160 x 600 pixels]



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professional instructor.



 **CRYSTAL**
MOUNTAIN

TAKE A LESSON GO WITH A PRO

CRYSTAL MOUNTAIN RACK CARD

[4 x 9 INCHES]



CRYSTAL
MOUNTAIN



CrystalMountainResort.com

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CRYSTAL MOUNTAIN SKI SCHOOL POSTCARD

[9 x 6 INCHES]



FRIENDS DON'T LET FRIENDS TEACH FRIENDS.



TAKE A LESSON FROM A PRO.

Don't learn the hard way. The best way to learn to ski and ride, or simply to sharpen your skills, is with a professional instructor. Learn more at [CrystalMountainResort.com](https://www.crystallake.com).



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**CRYSTAL MOUNTAIN BUSINESS CARDS
FOR PROFESSIONAL INSTRUCTORS**

[3.5 x 2 INCHES]



CRYSTAL
MOUNTAIN



FIRST LAST NAME | Title



W. crystallmountainresort.com | E. name@crystallmountainresort.com

P. 720.963.4824 | C. 303.987.9489

Tips:



RESOURCES



PSIA-AASI can provide you with access to images, templates, and anything else you need to help promote professional ski and snowboard instruction at your mountain area.

Please contact memberservices@thesnowpros.org.

Other Resources, Discover Snow and Related Programs.

These are initiatives developed by the National Ski Areas Association.

The [National Ski Areas Association](http://NationalSkiAreasAssociation.com) website, helps you introduce more guests to skiing and snowboarding. You can use the site to share news about learn-to deals, programs, and events for first-timers and beginners. Post your special deals on rental gear, lift tickets, and lessons on the site by visiting tiny.cc/DiscoverSnow and fill out their form. NSAA will post the info on DiscoverSnow.org so guests can find discount packages.

Find out more at discoversnow.org.