

Slope reservation - refund for promotion activities

From the 2022-23 season, Valbianca will charge a fee of CHF 75 for the reservation of each slope and each time slot (morning/afternoon).

However, Valbianca would like to reward those who promote AIROLO. This document explains which activities allow a club/team to receive a refund (via bank transfer) at the end of the season, and presents the steps to follow to obtain it.

- At the time of each reservation, the club pays the amount due.
- At the end of the season Valbianca adds up the scores obtained from the promotion activity carried out for Airolo and grants a refund. Valbianca may exclude from the final score any promotion activity that it considers not adequate and/or suitable.
- Clubs are responsible for submitting a dossier for Valbianca's evaluation by 30 April at the latest.

Points are awarded for each promotion activity performed. At the end of the season these are turned into currency for issuing a refund via bank transfer.

Maximum refund value: 50% of the amount paid.

Activity score (END OF SEASON - responsibility of the club to bring proof of activities carried out)**

- Airolo logo on uniform: **500 points**
- Airolo logo on bus: **500 points**
- Interview/article with " advertising " for Airolo in daily newspapers, television, or specialised magazines **100 points** (e.g. Airolo as an ideal place for training, quality slopes, not just mention)
- Airolo logo on club/team website: **50 points**
- Special thanks to Airolo on club/team website: **50 points**
- Airolo logo on publicity material of a club/team event (posters, flyers, flyers,...) **50 points**
- Post on social media tagging Valbianca and adding #airolopescium: **40 points per day per club/team**
- Story on social media tagging Valbianca: **20 points per day per club/team**
- Post on social networks (athlete's profile linked to a club/team) tagging Valbianca and adding #airolopescium: **40 points per day per club/team**
- Story on social media (athlete's profile linked to a club/team) tagging Valbianca: **20 points per day per club/team**
- Review on Tripadvisor (Valbianca must be able to confirm the identity of the reviewer): **30 points**
- Review on Facebook (Valbianca must be able to confirm the identity of the reviewer): **30 points**
- Review on Google (Valbianca must be able to confirm the identity of the reviewer): **30 points**

Valbianca is willing to consider other ways of promotion upon the suggestion of clubs and teams.

**** Valid posts/stories are those published on profiles with at least 500 followers.**