

Now is the Time to Finalize Bring A Friend Programs for Next Season

NSSRA is a co-sponsor of the Bring A Friend program, which can bring new customers into your stores along with your existing customers. The Bring A Friend website has many [free tools](#) that you can use as promotions. Your NSSRA membership gives you free access to those tools and much more.



A registration form is posted in the Partner Toolkit – in both the Learn To Ski & Snowboard Month [LSS\(M\) section](#) and the [Bring a Friend section](#). This will help promote your programs. You only need to fill in ONE form by using one of these links.

Your LSSM and/or BAF information will appear on the learntoskiandsnowboard.org site in the “January Specials” section and/or in the Bring a Friend section. We will also provide a link to your site where *your* learning programs are listed (if you provide the link details).

We suggest that you keep your beginner learning offer page simple and include a place for newcomer registration that is easy to find, since they are not seasoned skiers and snowboarders. Let us know how your Bring A Friend promotion works, and we’ll be happy to share it with your fellow NSSRA members.