



STANLEY FOR WINTER DESTINATIONS

# Turn a Winter Visit into an Adventure Children Remember.

A character-led family guest experience for ski resorts, mountain lodges, winter festivals, libraries, and destinations where winter becomes part of the story.

## WINTER PARTNER GUIDE

Eco-Friends Publishing  
Stanley the Snowflake

[stanleythesnowflake.com/winter-partners/](https://stanleythesnowflake.com/winter-partners/)





## THE FAMILY EXPERIENCE OPPORTUNITY

# Families remember how a destination made their children feel.

Skiing may be the reason a family arrives, but the complete guest experience determines what they remember, share, and return for. Stanley gives children a character to follow and a purpose beyond the slopes - transforming snow, wildlife, and outdoor discovery into a larger winter story.

## STANLEY CAN MEET FAMILIES AT EVERY STAGE OF THEIR VISIT

### ARRIVAL & CHECK-IN

Welcome young guests with a Stanley activity, Explorer Passport, mission card, or branded family arrival gift.

### PROPERTY EXPLORATION

Turn trails, lodges, wildlife areas, fireplaces, overlooks, and family spaces into an interactive Snow Explorer journey.

### APRES-SKI ACTIVITIES

Offer meaningful activities during rest periods, evening programming, family dining, weather delays, and non-ski days.

### STORYTIME & EVENTS

Build Stanley into children's programming, seasonal celebrations, library events, author appearances, or winter festivals.

### COMPLETION & RECOGNITION

Celebrate participation with an official Snow Explorer badge, certificate, stamp, or completion moment.

### RETAIL & GIFT OPPORTUNITIES

Offer the Stanley book, Passport, Gift Kit, activity materials, or destination-exclusive merchandise.

## WHY STANLEY WORKS

- Distinctive family differentiation
- Property-wide participation
- Value beyond the slopes
- Environmental storytelling
- A take-home memory

## PARTNERSHIP OPTIONS

# Begin simply or build a destination-specific adventure.

Program scope can be matched to your audience, property, season, and operational needs. Pricing is developed according to quantity, customization, printing, licensing, fulfillment, and seasonal support.

### WELCOME EXPERIENCE

## Stanley Welcome Adventure

A simple family amenity that introduces young guests to Stanley and gives them an immediate winter activity.

- Welcome or check-in activity
- Introductory Explorer mission
- Printable family instructions
- Optional badge or certificate
- Light staff implementation

### SEASONAL PROGRAM

## Stanley Snow Explorer Program

A complete character-led seasonal experience built around the Snow Explorer Passport.

- Complete Explorer Passport
- Property missions or scavenger hunt
- Snow science and wildlife activities
- Badge and certificate system
- Family-facing instructions
- Staff implementation guide

### CUSTOM DESTINATION

## Custom Resort Adventure

A destination-specific program incorporating local wildlife, landmarks, trails, traditions, and mountain identity.

- Custom-branded materials
- Property-specific missions
- Local wildlife and nature content
- Resort landmarks and storytelling
- Retail or welcome-kit opportunities
- Seasonal launch collaboration

## IDEAL PARTNERS

Ski resorts | Mountain lodges | Winter hotels | Visitor centers | Libraries | Nature centers | Winter festivals | Schools and camps

### BRING STANLEY TO YOUR MOUNTAIN

Give young guests a winter story that begins at your destination.

K.M. Gallagher | Eco-Friends Publishing

REQUEST INFORMATION

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