

SUGARLOAF





BIG MOUNTAIN

THE LARGEST SKI AREA EAST OF THE ROCKIES.
When we say big, we mean big. And with the new Burnt Mountain expansion, there's none bigger on this end of the continent. Fall in love. Big time.




KIM VERSTRINGHE
Sugarloafer since 1996

SKI OR BOARD? Both, but I mostly tele-ski now.
FAVORITE TRAIL: Hauback. I love the first pitch of the trail, then you get the steep.
WHAT'S YOUR FAVORITE SUGARLOAF MEMORY? I remember one morning when I was on patrol, and it was ridiculously cold out. I was at the top of a lift, and the air was filled with snow crystals. The sun was just coming up, and the air was sparkling. The patrol leader I was with said "it just doesn't get any better than this." He was right. I have those moments three or four times a day.

BIG LOVE

When Sugarloafers mention "the Mountain," they're not just talking about a tree-covered monolith rising from the horizon. They're talking about something bigger. A feeling. A sense of community. Of belonging. Of feeling at home even when "home" might be a hundred miles away. Of waking up to a new challenge every day. Of sharing an infectious smile with others who know exactly how you feel — even if you can't put it into words. It's a big feeling. It's a big mountain. And it's a big love that only gets bigger with each new Sugarloafer who joins the fold.

It's a tough concept to explain. And no one explains it better than a Sugarloafer. So read on. Take the leap. And be prepared. Because once you're a Sugarloafer, you'll forget what it's like to be anything else.



*“Skiing above treeline is tough to beat.
You won’t see anything like it anywhere else.”*

BOB WINTERS
Sugarloaf since 2004

A VISION IN WHITE.

*When you stand at the bottom of Sugarloaf,
you see the makings of a perfect day.
When you stand at the top, you see forever.*



SCOTT PEDDICORD

Sugarloafers since 1984

SKI OR BOARD? Ski
WHAT CAN'T YOU LIVE WITHOUT? Oxygen and making turns.
WHAT'S YOUR FAVORITE TIME OF DAY TO SKI? I love the early runs first thing in the morning. On that first chair you look up at the hill and plan your attack strategy. People are trickling in, but everyone spreads out to find their own little piece.
ANY ADVICE FOR ASPIRING SUGARLOAFERS? Explore the mountain, there is a lot to enjoy. There are great cruisers, steepers, bumps and glades. Mix it up. Great runs can be unexpected, a trail you've skied a thousand times or a new line in the trees you've never seen before.

INTO THE WILD, WHITE YONDER.
Last year saw our first official foray into the sidecountry with 270 powder-filled acres in Brackett Basin.SM This year, we're adding 135 more, which includes the summit of Burnt Mountain.



“Point your tips downhill and have fun.”

SCOTT PEDDICORD
Sugarloafers since 1984



YOU'VE SEEN IT. NOW SKI IT.
Burnt Mountain. Rough and ready.

<p>PHASE 1 Completed</p> <p>Sugarloaf becomes the largest ski area east of the Rockies with the addition of 270 acres of new terrain in Brackett Basin.™ Additional resort upgrades include base lodge improvements, summertime activities and investments in resort infrastructure.</p>	<p>PHASE 2 Opening Winter 2011-12</p> <p>A wind-resistant, fixed-grip quad chairlift will open in the heart of our beloved steeps. Best of all, approximately 135 acres of new terrain will open giving skiers access to Burnt Mountain.</p>	<p>PHASE 3 2012 & Beyond</p> <p>Phase 3 of the terrain expansion opens the north face of Burnt Mountain with the addition of approximately 250 acres. Sugarloaf has now doubled in size and guests can ski two incredible peaks, with two distinct personalities — all in a single day.</p>
--	--	---

Acreage based on pre-construction estimate.

HEATHER & CARRA BASSETT
Sugarloafers since 1988 & 2010, respectively

SKI OR BOARD? Board
WHAT'S THE BEST-KEPT SECRET AT SUGARLOAF? The ungroomed areas. Even though they're marked as expert terrain, they're the best areas of the mountain.
DESCRIBE YOUR FAVORITE DAY EVER AT SUGARLOAF: I was still snowboarding when I was six months pregnant with Carra. I came down the King Pine lift during a storm, and it was piling up. Carra was kicking a lot, and I started thinking about her and what it'll be like for her to be part of Sugarloaf.



*“More ungroomed terrain?
It’s going to be awesome.”*

HEATHER BASSETT
Sugarloaf since 1988

BIG BIGGER BIGGEST

Some resorts cut a couple of new trails in the off-season. Here at Sugarloaf, we cut a new mountain. It all started last year, with freshly cut glades in Brackett Basin.™ This year, the expansion heads skyward as we open the summit of Burnt Mountain to secure Sugarloaf’s place as the largest ski area east of the Rockies. But bigger is only better when the new stuff is the good stuff. It is. Very good indeed. And with another year of expansion in the works, we’re just getting started.

Get complete details of our expansion at sugarloaf2020.com

“People fall into their passions up here.”

SETH WESCOTT

Sugarloaf since 1987

SIDECOUNTRY

For decades, when Sugarloafers looked to the east, they saw the raw beauty of Burnt Mountain. They also saw the future. Last year, the future finally arrived with the opening of 270 acres of new sidecountry terrain. When we cut the new glades on Burnt Mountain, we made a decision to preserve its wild appeal, cutting dramatic, western-style glades that offer a challenge you won't find anywhere else east of the Rockies. Experience it for yourself — and experience the frontier mentality that's made Sugarloaf what it is since we cut our very first trail in 1951.



THE FRONTIER IS CALLING.
With 405 acres of new sidecountry in the last two seasons, the glades on Burnt Mountain and Brackett Basin™ deliver an experience unlike anything else east of the Rockies.

SETH WESCOTT
Sugarloaf since 1987

SKI OR BOARD? *Board*
WHAT'S YOUR FAVORITE PART OF THE SKI SEASON? *I like the early-season stuff. You always get some magical powder days early, in late November. You can feel the undulations of the mountain that get buried later in the year. It's the mountain in its most natural state.*
WHAT DOES IT MEAN TO YOU TO BE A SUGARLOAFER? *It's a sense of home for me. Growing up in Farmington, I could always see the back of the mountain. Now, no matter where I go, this is where I come to decompress. Summers, winters, whenever. This is home.*
WHAT'S YOUR FAVORITE SUGARLOAF MEMORY? *My favorite competitive memories took place here. In 1997, in my first Olympic qualifier, I made the podium for the first time.*



CARVE YOUR OWN TRAIL.

*Whether you're a novice, an expert, a skier or a rider,
Sugarloaf has everything you need — and everything
you want. Your mountain is waiting.*

“It just doesn't get any better than this.”

KIM VERSTRINGHE

Sugarloaf since 1996





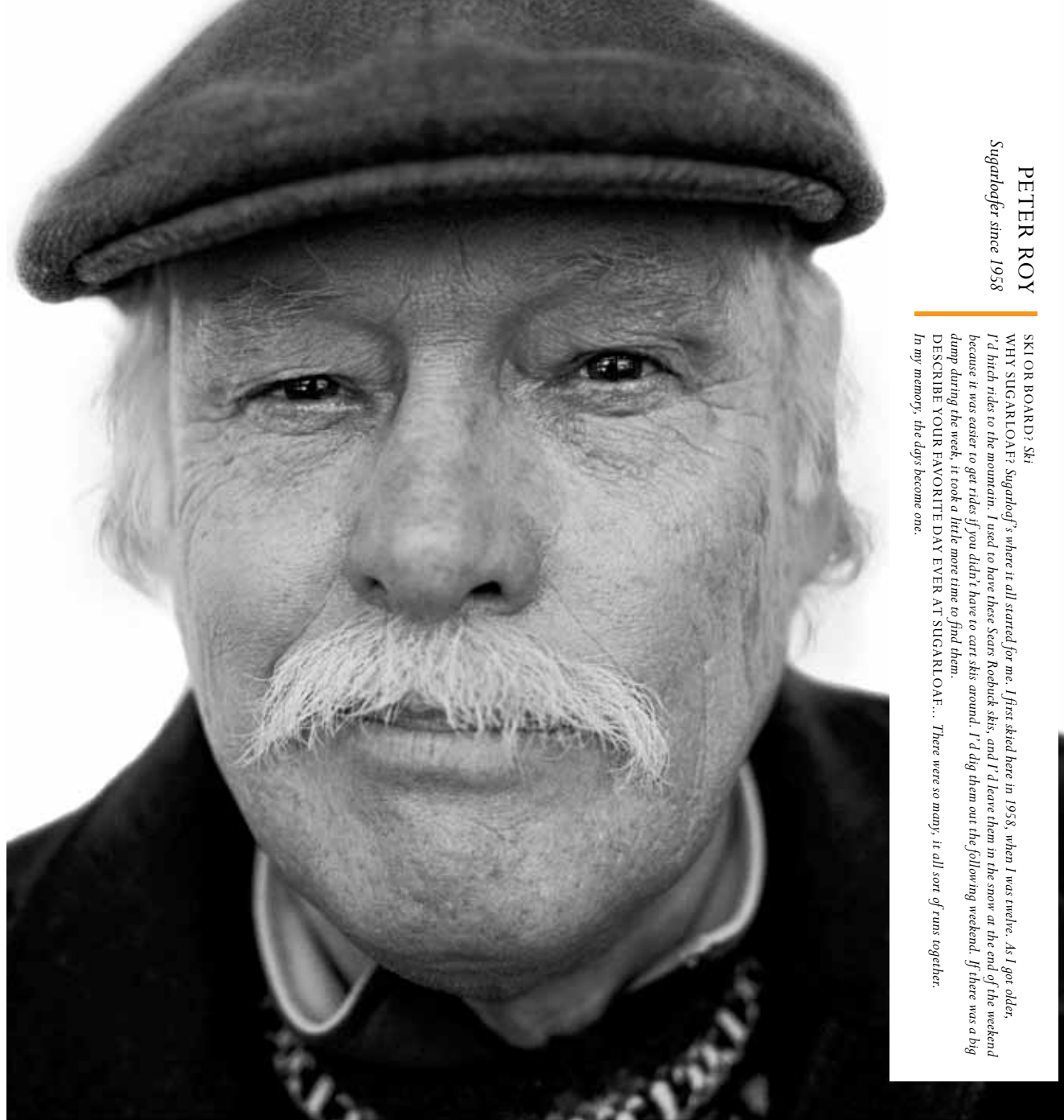
EMILY TRAFTON

Sugarloaf since 1997

SKI OR BOARD? S!
WHAT'S YOUR FAVORITE TIME OF DAY TO SKI? I love to ski midday when the sun is out and you still have hours on your watch.
WHAT CAN'T YOU LIVE WITHOUT? I can't live without those powder days where you can float on top of the snow to the bottom of the mountain.
WHAT'S BETTER THAN SUGARLOAF? In the winter ... NOTHING.



ROLLING IN THE DEEP.
Sugarloaf gathers 200" of gourmet powder annually. From November to May, a snowy day is never far away.



PETER ROY

Sugarloaf since 1958

SKI OR BOARD? S!
WHY SUGARLOAF? Sugarloaf's where it all started for me. I first skied here in 1958, when I was twelve. As I got older, I'd hitch rides to the mountain. I used to have these Sears Roebuck skis, and I'd leave them in the snow at the end of the weekend because it was easier to get rides if you didn't have to cart skis around. I'd dig them out the following weekend. If there was a big dump during the week, it took a little more time to find them.
DESCRIBE YOUR FAVORITE DAY EVER AT SUGARLOAF... There were so many, it all sort of runs together.
In my memory, the days become one.

“It’s something that touches your core, a sense of place.”

BETTY ANN LISTOWICH
Sugarloafer since 1969

HOME BASE

At Sugarloaf, everything starts — and finishes — in the Village. From a morning cup of joe to a final round of jack, Sugarloaf’s base area is home to everything you need to go from a perfect day of skiing to a perfect evening of après-ski memormaking. Whether you’re here for first tracks, last call, or everything in between, you’ll feel right at home — all season long.



BETTY ANN LISTOWICH

Sugarloafer since 1969

SKI OR BOARD? *Telemark. I haven't alpine since my daughter was born, and she's seventeen.*
WHAT'S YOUR FAVORITE TIME OF DAY TO SKI? *Early morning.*
WHY SUGARLOAF? *Sugarloaf has a soul. It breathes on its own. When you're riding a lift out West and you spot a Sugarloaf sticker, you know there's a kindred spirit nearby. You feel it on a powder day, when you're whooping it up with friends. You know you're in a really good place when you look around and see all the smiles.*



ALL TRAILS LEAD TO THE VILLAGE.
From the happy moment you arrive to the bittersweet moment you leave, you'll find your place in Sugarloaf Village. You're a Sugarloafer now. Welcome home.



ONE HELLUVA PARTY.
*When night falls, the King comes alive.
April's annual Reggae Rave is a new favorite
for Sugarloaf insomniacs.*



SPRINGTIME.
AND WE'RE JUST GETTING STARTED.
*Warmer weather, bigger dumps and smiles that just won't stop.
Welcome to the King of Spring.SM*

*"Longer days, warmer temps
and lots of powder."*

PETER ROY
Sugarloafer since 1958

IT'S GOOD TO BE KING

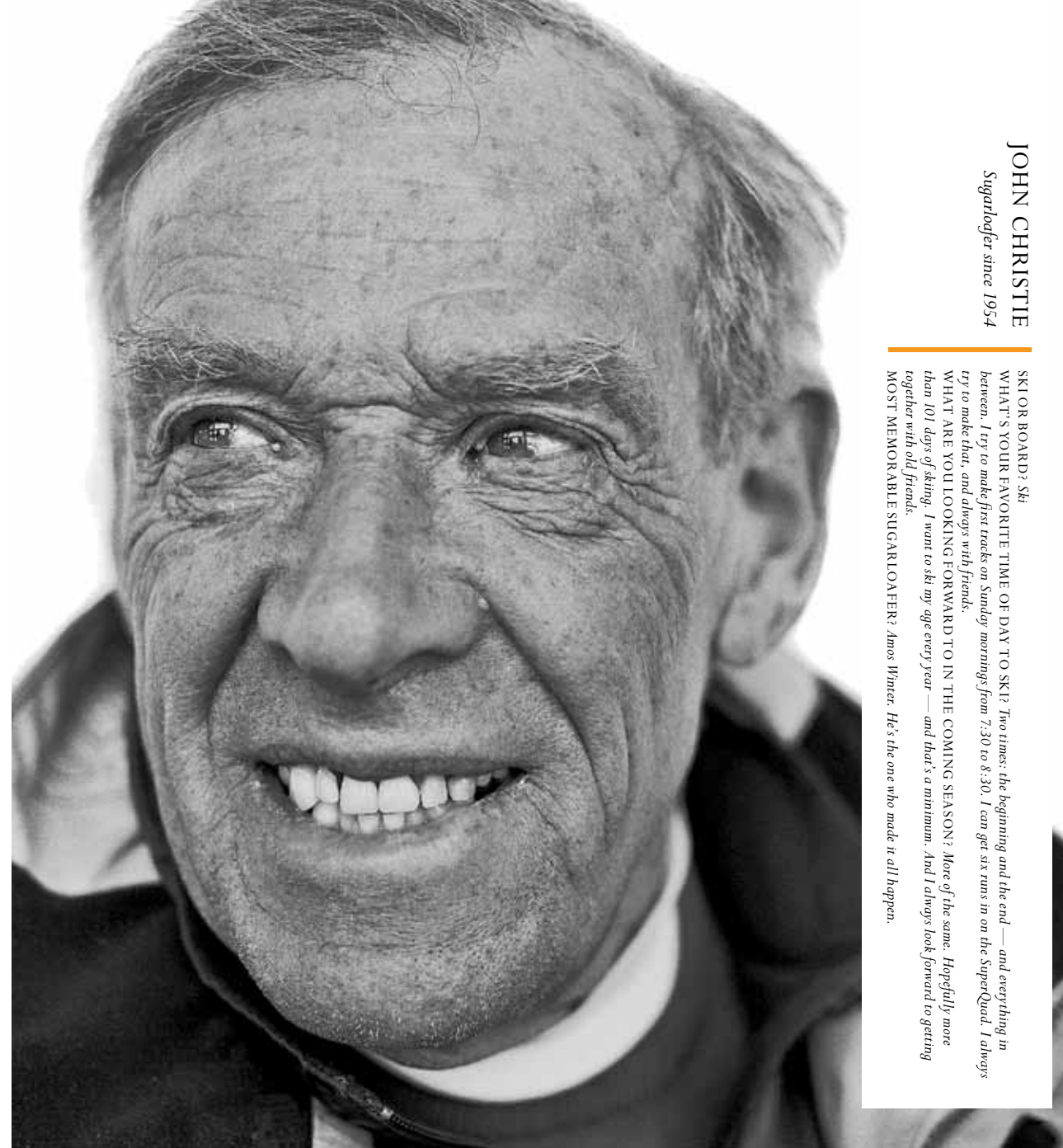
While other mountains are putting their groomers in mothballs for the season, Sugarloaf is just getting started. With the season's best snowfalls adding to a well-established base, spring skiing is a Sugarloaf specialty — with warmer temperatures, better conditions, and some of the season's wildest parties still to come. There's a reason Sugarloafers call spring their favorite time of year. From the first time you experience it, you'll understand. They know what they're talking about.



“Immerse yourself in Sugarloafness. Everyone deserves to have this kind of fun.”

JOHN CHRISTIE
Sugarloaf since 1954

SUGARLOAFERS ARE MADE — NOT BORN.
From the moment you first feel it, you know it: you're a Sugarloaf. And once you're a Sugarloaf, you're always a Sugarloaf.



JOHN CHRISTIE
Sugarloaf since 1954

SKI OR BOARD? *Ski*
WHAT'S YOUR FAVORITE TIME OF DAY TO SKI? *Two times: the beginning and the end — and everything in between. I try to make first tracks on Sunday mornings from 7:30 to 8:30. I can get six runs in on the SuperQuad. I always try to make that, and always with friends.*
WHAT ARE YOU LOOKING FORWARD TO IN THE COMING SEASON? *More of the same. Hopefully more than 101 days of skiing. I want to ski my age every year — and that's a minimum. And I always look forward to getting together with old friends.*
MOST MEMORABLE SUGARLOAFER? *Amos Winter. He's the one who made it all happen.*

MORE SNOW LESS DOUGH

\$100***
When you book by:
NOVEMBER 15, 2011

SAVE

Book a 2 bedroom or smaller unit by November 15, 2011 and save \$100.

\$200***
When you book by:
NOVEMBER 15, 2011

SAVE

Book a 3 bedroom or larger unit by November 15, 2011 and save \$200.

BOYNE RESORTS
EXPERIENCE THE LIFESTYLE



*Rates are per person, per night, based on maximum occupancy in condominiums. Packages at the Sugarloaf Mountain Hotel and Sugarloaf Inn also available. Prices vary with dates and are subject to availability and may change without notice. Taxes and resort fees are not included. Sugarloaf Inn and condominium packages include Sports & Fitness center access. **Free night of lodging on December 25, 2011 is offered when three or more consecutive nights of lodging and tickets are reserved with one night being December 25, 2011. Lift tickets on December 25, 2011 are not complimentary with this package. Offer valid on new reservations only. ***Offer valid for the 2011-12 winter season on new reservations. Savings will be taken off the total package cost at the time of booking. Offer cannot be combined with other offers, discounts, specialized packages, promotions or group rates. Taxes and resort fees not included.



RHONDA & BOB WINTERS
Sugarloafers since 1982 & 1994, respectively

SKI OR BOARD? SKI!
WHAT'S YOUR FAVORITE PART OF THE MOUNTAIN? The Snowfields.™ Skiing above treeline is tough to beat. You won't see anything like it anywhere else. On a clear day, you can see Ketchikan and Mount Washington.
WHAT'S YOUR FAVORITE SUGARLOAF MEMORY? Christmas Day 2010. It's when we got engaged. I said "yes," and went to take the ring from Bob. When I did, it fell into the snow. We spent an hour looking through the snow. After a while, the ski patrol showed up with a couple of window screens to sift the snow. We finally found it.

BIG DEALS

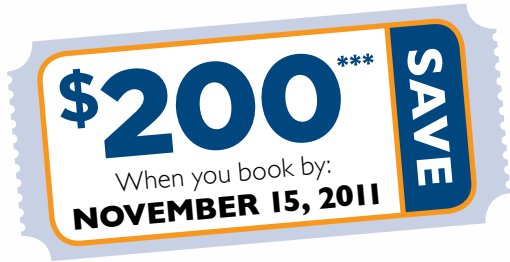
Starting at \$181 per person, per night	Starting at \$109 per person, per night	CHRISTMAS ON US** Book 3 or more nights and your lodging is FREE on December 25, 2011.
Starting at \$202 per person, per night	Starting at \$119 per person, per night	HOLIDAY GETAWAY CHRISTMAS & PRESIDENTS' VACATION WEEKS 3-night packages available December 25-28, 2011 and February 17-24, 2012.
Starting at \$132 per person, per night	Starting at \$50 per person, per night	CHILDREN'S FESTIVAL 3-5 night packages available January 8-12, 2012. Also, Kids and Teens Ski Free February 5-9 and March 18-22, 2012.
Starting at \$178 per person, per night	Starting at \$109 per person, per night	WEEKEND ESCAPES 2-night weekend packages available February-March, and April 13-15, 2012 (Reggae Fest).
Starting at \$735 per person	Starting at \$335 per person	CLASSIC SKI WEEK Includes 5 nights of midweek lodging and 5½ days of lift tickets.

800.THE.LOAF **sugarloaf.com**

SUGARLOAF

5092 Access Road
Carrabassett Valley, ME 04947

45.0314°N
70.3131°W



PRSRT STD
U.S. POSTAGE PAID
HOLLISTON, MA
PERMIT NO. 20

11/12 CORPORATE & EVENT SPONSORS



sugarloaf.com

©2011 SUGARLOAF MOUNTAIN CORPORATION