



Every day during the winter, people hop in their cars and travel to Sugarloaf. They do it for the terrain. They do it for the snow. They do it for the community. These people are more than season pass holders — they are Sugarloafers. Sugarloafers love the characters they meet and the sense of belonging that comes with them. For so many people, this place feels like home. It's time to renew your pass and renew your love. Welcome back.

“WELCOME HOME,” FIRSTNAMEHERE,

*“It's my home.
No matter where I am.”*
KIM VERSTRINGHE
Sugarloaf since 1996

SUGARLOAF

5092 Access Road • Carrabassett Valley, ME 04947



**RENEW
YOUR LOVE.**
PURCHASE YOUR
SEASON PASS BY
OCTOBER 10, 2011
AND SAVE.

SUGARLOAF

RENEW YOUR LOVE.

Purchase Your Season Pass by October 10, 2011 and Save.





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

HEATHER & CARRA BASSETT
Sugarloafers since 1988 & 2010, respectively

BIGGER. FASTER.

Sugarloaf has always been known as a great mountain. And now, it’s only getting better. It started last year with the addition of 270 acres of powder-filled glades in Brackett Basin — making Sugarloaf the largest ski area east of the Rockies. This year, the expansion heads skyward with the addition of 135 acres, including the summit of Burnt Mountain. Best of all, a speedy new chairlift will open in the heart of the classic trail system. Get ready to enjoy more mountain... faster.

Full details on Sugarloaf’s ten-year plan can be found at:
sugarloaf2020.com

Firstnamehere,

Renew your love by October 10, 2011 for the lowest available price on the New England Pass.

With access to three great resorts, the New England Pass gives you more skiing, more snow and more value. Plus, New England Pass holders receive free or discounted skiing at Big Sky, MT; Brighton, UT; Crystal, WA; and Cypress, BC.



		BY OCT. 10, 2011	AFTER OCT. 10, 2011
Gold New England Pass • Ski 7 days a week • No blackout dates • Option to buy (4) one-day tickets for friends & family at \$50 • Upgrade to a Gold Plus Pass for just \$150 more and enjoy First Tracks every Sunday	Adult (19 – 64)	\$999	TBA
	Teen (13 – 18)	\$799	
	Junior (6 – 12)	\$699	
	Senior (65 – 79)	\$699	
Silver New England Pass • Ski 7 days a week • Only 13 blackout dates*	Adult (19 – 64)	\$699	TBA
	Teen (13 – 18)	\$649	
	Junior (6 – 12)	\$599	
	Senior (65 – 79)	\$599	
Bronze New England Pass • Ski Monday – Friday • Non-holiday**	All Ages	\$439	TBA
College New England Pass*** • Ski 7 days a week • No blackout dates	All Ages	\$349	\$349
College Graduate Pass**** • Ski 7 days a week • No blackout dates		\$699	TBA
Sugarloaf ***** Maine Student Pass (Maine Residents only) • Sugarloaf only • No blackout dates	Teen (13 – 18)	\$369	\$369
	Junior (6 – 12)	\$319	\$319
Sugarloaf & Sunday River ***** Maine Student Pass (Maine Residents only) • Sugarloaf & Sunday River • No blackout dates	Ages (6 – 18)	\$449	\$449

800.THE.LOAF

sugarloaf.com

Gold New England Pass for ages 5 and under and 80 and over available for \$30.

* Silver New England Pass blackout dates:
Dec. 26 – 31, Jan. 14 – 16, Feb. 18 – 20 and Feb. 25.
** Bronze New England Pass blackout dates:
Nov. 24 – 25, Dec. 26 – 30, Jan. 16, Feb. 20 – 24.

*** Students with (9) or more credits only. See www.sugarloaf.com for details.
**** Graduate Pass available for one year to graduating college students who owned a 2010 – 11 season pass. Must be purchased by phone at 800.THE.LOAF.
***** Price valid through November 30, 2011.



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

Acreage based on pre-construction estimate.

PHASE 1 Completed
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.

PHASE 2 Opening Winter 2011–12
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.

PHASE 3 2012 & Beyond
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.