

2013 Haywood Ski Nationals Sponsorship Package



March 23 – 30, 2013

Hosted by:
The Callaghan Valley Cross
Country Ski Club

Insert fab logo here?

Callaghan Valley Cross Country Ski Club (CVCCSC)
P.O. Box 591
Whistler, BC
V0N 1B0

Dear Potential Sponsor:

In March 2013 Whistler Olympic Park will feature the 86th Haywood Ski Nationals, the highlight of the competition season for over 600 of the best cross country skiers in the country. Join World Nordic, Olympic and World Cup gold medalists Devon Kershaw, Alex Harvey and Chandra Crawford as they test themselves at the last major domestic event before the 2014 Sochi Olympics. Competitors aged 14 to 29 will include top local and provincial skiers, members of the National Training Centres and foreign guest skiers. The Ski Nationals will also include the Canadian Para-Nordic and Canadian Colleges and University Championships (CCUNC). The Haywood Ski Nationals will be the largest of three Nordic national championships at Whistler Olympic Park (WOP) in late March 2013.

Organizers project the economic impact of the 2013 Ski Nationals in the range of \$1.2 million throughout the Sea to Sky corridor, using data from economic impact studies undertaken during the 2010 (Whitehorse) and the 2011 (Canmore) Haywood Ski Nationals. The 2013 Haywood Ski Nationals will provide an excellent opportunity to showcase your company to on-site participants, spectators and through the social and print media to a nationwide audience, in addition to engaging your employees and clients at the 2010 Olympic site.

A post media report from the 2008 Haywood Ski Nationals at WOP shows the event earned local and national coverage by all media formats. An estimated 4 million media impressions were made, at an advertising value of \$145,000. That estimate does not include Internet and social media contact.

I invite you to consider becoming a partner in the 2013 Haywood Ski Nationals and help the ski community in the Sea to Sky corridor shine on this national stage. Your assistance plays an integral role in the development of youth and healthy lifestyles through sport.

Attached is an overview listing some of the details of our sponsorship opportunities. This is just a starting point - there are a variety of ways in which your company can receive exposure, promotion and opportunity for onsite sales and contribute to the success of this event.

Do not hesitate to contact me if you have any questions regarding how your company can be promoted by supporting this exciting event. I look forward to discussing this opportunity with you.

Sincerely,

Sherryl Yeager
Event Chair and Sponsorship Co-ordinator
2013 Haywood Ski Nationals
604 730 1806
Sponsorship@callaghanxcski.ca or sherryl@callaghanxcski.ca

A few facts about cross country skiers

More than 1.5 million Canadians strap on cross country skis for play, health, fitness and adventure. According to government statistics, that is twice as many as play hockey! Nordic skiing is one of the top family outdoor activities practiced by most Canadians.

According to recent market surveys, cross country skiing is one of the most popular and fastest growing sports in Canada

Recent market studies and Statistics Canada information provides the following profile of cross country skiers::

- 54% of skiers are women
- 36% of skiers are ages 25 to 49, and 52% are over 50 years old
- 56% of skiers have post secondary education
- 54% of skiers have household incomes in excess of \$75,000
- There are 54,670 members in cross country ski clubs in Canada, while alpine, freestyle, snowboard and ski jumping clubs contain 31,065 combined.

Economic impacts

- Over 1.2 million Canadians over the age of 12 participated in cross-country skiing in 2010, an increase of 26% over 2009 figures
- Cross country ski equipment sales reached \$8 million in 2010 and grew at a rate of 17% between 2005 and 2010

2013 Haywood Ski Nationals Sponsorship – Partner Program

1) Presenting Sponsor - \$15,000 + (one only)

This level of commitment earns your company the role of “Presenting sponsor” for the 2013 Haywood Ski Nationals. The event will be titled the 2013 Haywood Ski Nationals, presented by (your company here).



Alex Harvey wears a presenting sponsor bib at the 2012 Haywood Ski Nationals

This level of sponsorship will receive:

- Press Releases
 - “Presenting sponsor” company name in all press releases.
- Logo on merchandise produced by the event organizers for retail sale and/or for prizing

- Web Presence
 - Prominent recognition as the “Presenting sponsor” on the Callaghan Valley Cross Country Ski club (www.callaghanxcski.ca) and the Ski Nationals web site, <http://www.skinationals2013.com>) which will be live in September 2012. This will include a link exchange with the sponsor’s website
 - Recognition on the Participant Registration site www.zone4.ca for racers, coaches and volunteers

- That Special Touch
 - We will work with the you and the Callaghan Valley Training Centre team members and coaches to provide your employees and/or customers an opportunity to learn more about the sport through hands on waxing clinics, ski nights or special “host” events, This will provide an opportunity to meet and ski with the future stars as these athletes are training and racing with the goal of representing Canada on the national stage.

- Industry exclusivity
- Brand ID on start and result lists
- On-site tent for promotion and sales, maximum two 10 by 10 tents, provided by sponsor.
- Sponsor/Partner Recognition Board
- Banners = up to 6 track side hanging banners for the duration of the competition, in addition to maximum 4 flutter flags (provided by organizing committee on a cost recovery basis)
 - Banner placement will include 2 banners in the stadium start/finish areas
- VIP site accreditation (4) – lunch on site, VIP parking passes and trail passes if requested
- Athlete banquet tickets (4)

2) Special Event /Program Sponsors – \$5,000+ (Subject to negotiation)

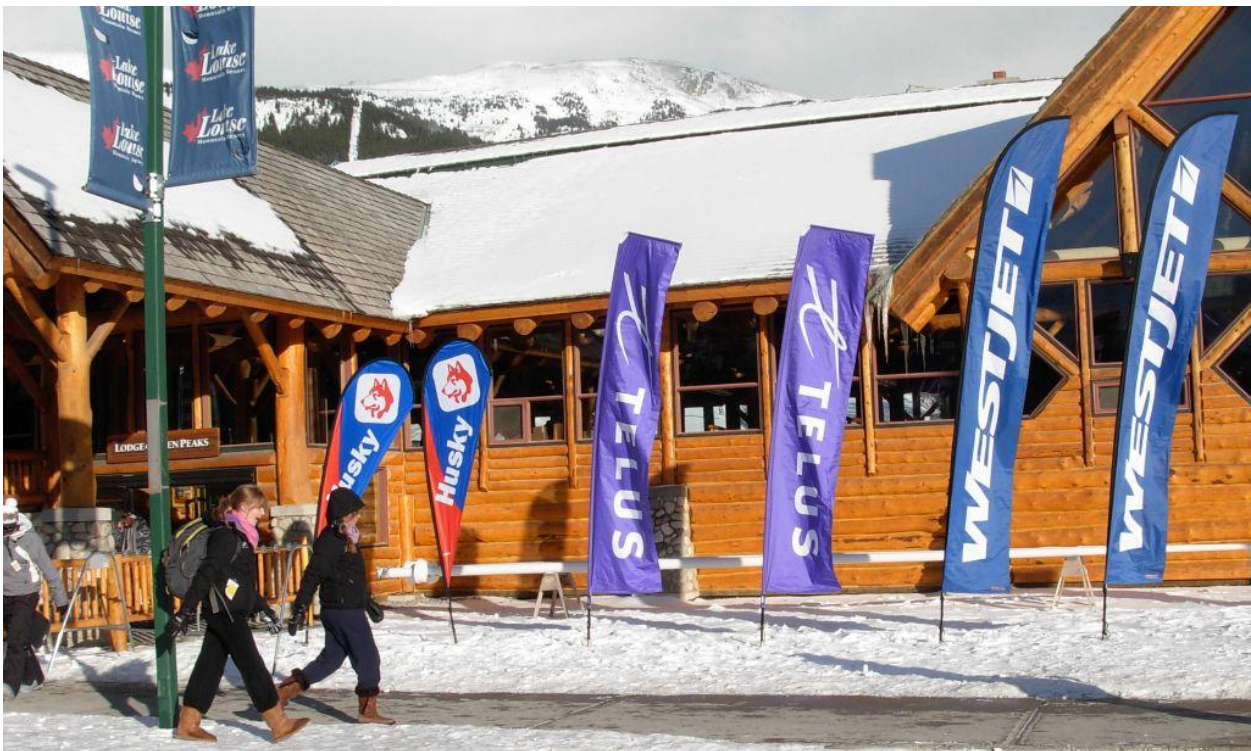
An event of this magnitude requires a vast array of supports for athletes and volunteers. We are seeking partnerships to assist in the presentation of the event's banquet, on-site athlete shelter, and Volunteer Program including the post event appreciation rally. Special event sponsors receive:

- Web Presence
 - Prominent recognition on 2013 Haywood Ski Nationals website as a Volunteer Program Sponsor, citing the goods/services provided by sponsor.
 - Link exchange between sponsor's site and <http://www.skinationals.com> and the Host Club's site



- Prominent Brand ID and naming rights to the “sponsor’s name” in the Official Program

- Brand ID prominently displayed in association with the special event that the sponsor is providing – this could range from volunteer uniforms or jackets to the athletes' tent or the closing banquet.
- Recognition during all pre-event Official Clinics, meetings and activities
- Presence during all race days
 - Acknowledgement by official announcer on each race day as the Host Sponsor for "sponsor's name" Volunteer Program
- On Site Display/Sales
 - Available with sponsor supplied facility, maximum two 10 by 10 tents
- Sponsor/Partner Recognition Board
- VIP site accreditation (4) - lunch on site, VIP parking passes and trail passes if requested - Athlete banquet tickets (4)
- Invitation to the Post Event Volunteer Appreciation rally
- Banners = maximum 4 hanging banners on-site for duration of the competition, in addition to maximum 2 flutter flags, all to be provided by organizing committee on a cost recovery basis



3) Community Event Partner - \$2,500

We want to recognize our local sponsors who have supported racing in WOP and are instrumental to the success of this event. Special recognition as an active community sponsor will include:

- Web Presence
 - Prominent recognition on 2013 Haywood Ski Nationals Website
 - Link exchange between sponsor's site and <http://www.skinationals.com> and the Host Club's site



An example of the hanging banners that provide a professional look to the stadium and provide your company excellent exposure

- Banners = maximum 4 hanging banners on-site for duration of the competition, in addition to maximum 2 flutter flags, all to be provided by organizing committee on a cost recovery basis
- Recognition during all pre-event Official Clinics, meetings and activities
- Presence during all race days
- On Site Display/Sales
 - Available with sponsor supplied facility, maximum one 10 by 10 tent
- Sponsor/Partner Recognition Board
- VIP site accreditation (2) - lunch on site, VIP parking passes and trail passes if requested - Athlete banquet tickets (2)

4) Ski Industry Partner – \$1000 + (cash and in-kind)



Representatives of the ski industry are instrumental to supporting athletes, the viewing public, and creating a festive and fun atmosphere at the event. We would like to acknowledge their support in the following ways:

- Web Presence
 - Prominent recognition on 2012 Haywood NorAm's website as a Bronze Sponsor.
 - Link exchange between sponsor's site and <http://www.skinationals.com>
- Banners = maximum 4 hanging and 2 flag banners on-site for duration of the competition, funded by sponsor
- On Site Display/Sales
 - Available with sponsor supplied facility, maximum one 10 by 10 tent

- Presence during all race days
 - Acknowledgement by official announcer on each race day as Ski Industry Partner
- Sponsor/Partner Recognition Board
- Lunch tickets for 2 each day of competition
- VIP site accreditation (2) - lunch on site, VIP parking passes and trail passes if requested
- Athlete banquet tickets (2)

5) Adopt a Team Program - \$250+

We want everyone to get in on the action at the 2013 Haywood Ski Nationals. No matter how large or small, all contributions count towards the success of this event. This entry level sponsorship will garner:

- Web Presence
 - Prominent recognition on 2013 Haywood Ski Nationals website as “xyz Team Sponsor”
 - Brand ID on the wax cabin of one visiting Provincial Team

NB - Sponsors must be confirmed by February 28, 2013 to ensure placement on Sponsor/Recognition Boards

NB - The Organizing Committee will produce all banners and flutter flags to the sponsor specifications at cost to the sponsor

