

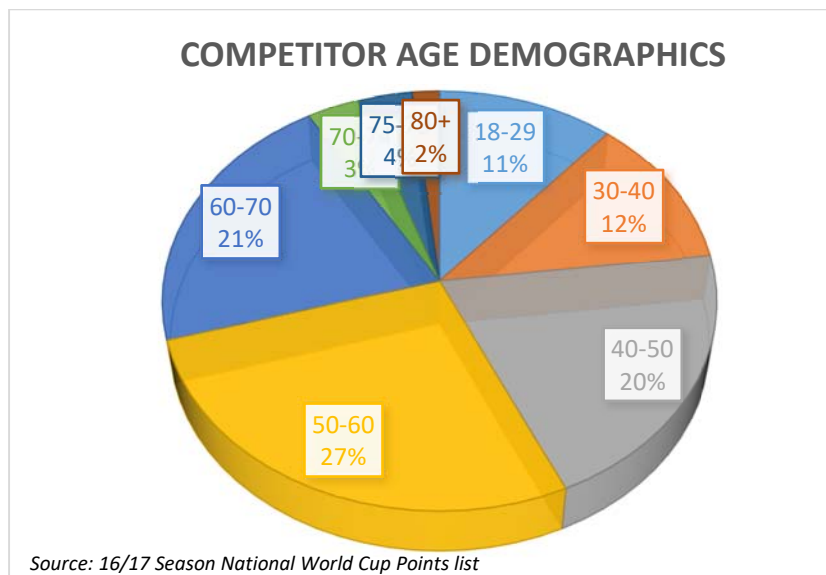


Canadian Alpine Masters Sponsorship Information Package

Canadian Alpine Masters – Who are we?

Demographic

Masters Ski Racers are men and women who range from age 18 to 95+ years old in Canada, with the majority of active racers aged 30 to 60 years. Many of us have been involved in ski racing our entire life, others have gravitated to the sport at various points in life through family or friends. Regardless of how we arrived in our sport, we are kindred spirits. We are a family of outdoor enthusiasts, passionate about life, health and fitness and the thrill of competition. We are former Olympians, world cup skiers, company CEOs, teachers, doctors, bankers, fathers, mothers and grandparents. We are the people that get excited about cold temperatures and forecast of heavy snowfall!



Household Income

The majority of participants in Masters Ski Racing in Canada are categorized as having an annual gross family income of over \$100,000 and can be described as individuals with higher than average levels of disposable income, and who invest considerably in areas of their sport (equipment, travel, nutrition and so on.) In a survey by the Print Measurement Bureau, alpine skiers in general were found to be the top income earners in sport households and exhibited a high level of consumer activity (PMB, 2010).

Why are we seeking sponsorships?

Canadian Alpine Masters has an incredible group of volunteers on the National Committee who dedicate their time year-round to accomplish what we do. Like many sports organizations, we have expenses such as race hosting and facility fees (lift tickets, course crew), admin fees (promotional material, webhosting) and a variety

of other event expenses (medals, prizes, catering). In past years, our funding contributions have come from several provincial organizations, silent auction(s) held race events, and through the generosity of individuals and businesses connected to our ski community. This year is no different and as a result we are relying once again on the charitable contributions of individuals and/or businesses to support our sport throughout the country. Sponsorship Tiers start as low as \$300, and can be customized to include 'in-kind' contributions.

Potential benefits for your brand?

By supporting our sport, your company gains direct exposure to consumers (our competitors) ranging from 18-95yrs at over 30 major race events across Canada. Countless others will be able to access your brand through links in our bilingual e-newsletters distributed throughout the year to over 1700 individuals that make up our national database, and via social media.

The nature of our sport also provides a unique opportunity to engage a wide range of consumers (other skiers and families) already enjoying the resort(s) that host our events when the races take center-stage.

Your brand will also receive international exposure by members of the Canadian Alpine Masters Team and others at International Ski Federation (FIS) and United States Ski and Snowboard Association (USSA) Masters events in Europe, South America and the United States. In 2020, a number of competitors from Canada will aim to be atop the podium at the 2020 World Winter Masters Games events in Innsbruck, Austria.

Your brand will be recognized as a company that values the importance of community sports and the philosophy of sport-for-all throughout life.

Can my company provide sponsorship through 'in-kind' contributions?

Yes, in fact some sponsors take advantage of a captive audience at events to introduce their brand to the ski community. This can be done through product giveaways, promotional swag or any creative way you want.

Our sponsorship tiers can be customized to suit your company's needs.

I'm still reading...how do I learn more and/or participate?

Thank you for not hitting the 'DEL' key! Please feel free to contact Dave Walker, Sponsorship Director @ cdnalpinesponsor@gmail.com, for more information or any questions you may have.

Our sponsorship matrix is attached and outlines the various levels of sponsorship. General information about our sport is also available on the Alpine Canada website <http://alpinecanada.org/community/masters>



Canadian Alpine Masters 2017/18 Season

Sponsorship Level	Activity	Commitment
Bronze - \$300		\$300
	Company logo & link published on all national e-newsletters published at least biweekly (opportunities for brand exposure to over 1700+ individual and families who make up the Racer Database)	
	Recognition in all social media campaigns surrounding an event (local club newsletters, upcoming events in small town newspapers etc, race write ups)	
Silver - \$2,000		\$2,000
	All Bronze level benefits	
	Opportunity to contribute branding materials to event package handouts.	
	Opportunity/space provided to distribute samples at events	
	Brand placement on Masters sections of website (s), brand and/or product promotion via social media.	
	<i>(up to 25% of sponsorship can be 'in-kind' contribution)</i>	
Gold - \$5,000		\$5,000
	All Silver level benefits	
	Finish corral banner mounted at all race events (Sponsor supplied)	
	Naming rights for (1) Regional Championship Race (West or East)	
	Sponsor name in all public communications and social media, newspaper, web site, newsletters.	
	Sponsor's name embedded into the public race documents; race notices, race results.	
	Sponsor's logo/branding placed onto the competitor bibs for Regional Championship Race	
	Sponsor's name and branding embedded into awards and apparel giveaways.	
	<i>(up to 35% of sponsorship can be 'in-kind' contribution)</i>	
Platinum \$12,000		\$12,000
	All Silver level benefits	
	Naming rights for National Championships	
	Naming rights for National Masters Team (brand placement on uniforms)	
	Finish corral banner mounted at all race events (Sponsor supplied)	
	Sponsor name in all public communications and social media, newspaper, web site, newsletters.	
	Sponsor's name embedded into the public race documents; race notices, race results.	
	Sponsor's logo/branding placed onto competitor bibs	
	Sponsor's name and branding embedded into awards and apparel giveaways.	
	Sponsor's logo/branding placed onto the race hill (banners, gate panels)	
	<i>(up to 40% of sponsorship can be 'in-kind' contribution)</i>	