

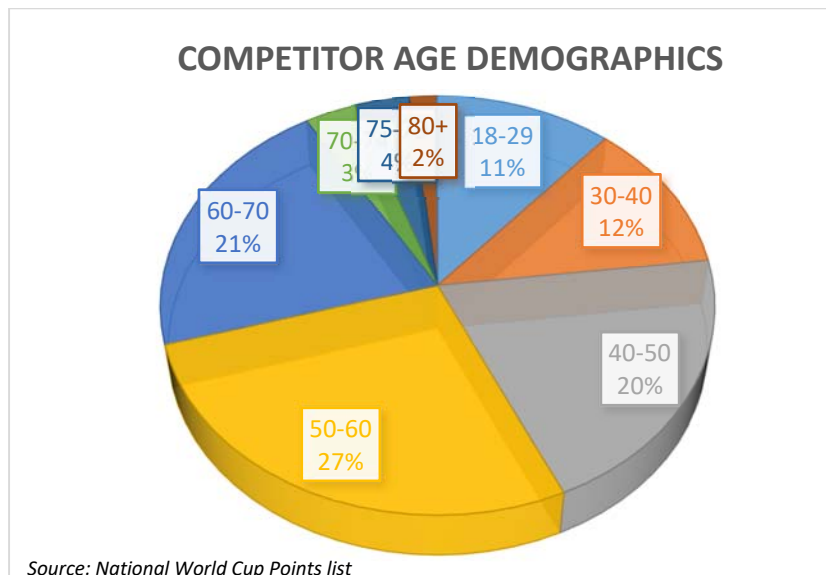


Canadian Alpine Masters Sponsorship Information Package

Canadian Alpine Masters and the Canada Alpine Masters Ski Team – Who are we?

Demographic

We are men and women ranging from ages 18 to 95+ years old, with the majority of active racers aged 30 to 60 years. Many of us have been involved in ski racing since childhood, others have gravitated to ski racing 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! Our Canada Alpine Masters Ski Team is a select group of athletes who represent Canada on the world stage at FIS Masters World Cup races in Canada and at other international events such as the World Masters Games.



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, insurance), admin fees (promotional material, webhosting) and a variety of other event expenses (medals, prizes, catering and coaching).

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. There are a variety of ways that sponsors can support our season monetarily or through 'in-kind' contributions.

Potential benefits for your brand?

By supporting our sport, your company gains direct exposure to consumers (our competitors) 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.

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.

In 2020/21 we are also introducing a new sponsorship category of **supplier partner** within our tiers for companies to be recognized by offering product or substantial discounts to our racers. All of our tiers can be customized to suit your 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 <https://alpinecanada.org/community/masters> and <https://alpinecanadamasters.racing>

Canadian Alpine Masters

WINTER 2020/2021



Thank you for your support of the Canadian Alpine Masters Team and Masters Alpine ski racing in Canada. We are excited about our upcoming season that will feature over 40+ National Races from coast-to-coast including an International F.I.S Master's Cup in Stoneham, QC and F.I.S races in Nakiska, AB.

As a result of feedback from current and potential sponsors, a tiered sponsorship matrix has been developed to offer sponsors the opportunity to expand their support within our sport. Each tier offers a variety of ways in which a company can introduce their brand and/or services to our ski communities. Please see attached Sponsorship Tier level information for more detail.

On behalf of the National Committee, I am looking forward to your company's support for our 2020/21 season. If you have any questions please feel free to contact myself or your local representative directly.

With sincerest appreciation,

David Walker,
Sponsorship Director, Canadian Alpine Masters
cdnalpinesponsor@gmail.com
905-841-5222
<https://alpinecanadamasters.racing/?lang=en>
<https://alpinecanada.org/community/masters>

Yes I want to be a sponsor in the amount of:

Bronze \$300 **Silver \$2,000** **Gold \$5,000** **Platinum \$12,000** **Supplier Partner**

I will send my company logo and company bio to cdnalpinesponsor@gmail.com

I will send a cheque made payable to "Canadian Alpine Masters" to

Canadian Alpine Masters
c/o Dave Nighswander, Treasurer.
23 Algonquin Forest Drive
East Gwillimbury, ON
L9N 0C6

My company's information is:

Sponsor Name _____

Sponsor Address _____ Postal Code _____

Phone _____

Sponsor Contact name _____ Email _____

Sponsor website address/social media handles (if applicable) _____



Canadian Alpine Masters 2020/21 Season

Sponsorship Level	Activity	Commitment
Bronze - \$300		\$300
	Company logo with active hyperlink on all national & provincial e-newsletters and introductory company bio. (opportunities for brand exposure to over 1700+ individual and families in our 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 handouts. Logo on Start/ Finish Banner at all races in Province of choice.	
	Opportunity/space provided to distribute product samples at events	
	Brand placement on Masters sections of website (s), brand and/or product promotion via social media.	
	<i>(sponsorship can be 'in-kind' contribution as a Supplier Partner)</i>	
Gold - \$5,000		\$5,000
	All Silver level benefits	
	Exclusive Finish corral banner mounted at all race events	
	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>(sponsorship can be 'in-kind' contribution as a Supplier Partner)</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 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 50% of sponsorship can be 'in-kind' contribution as a Supplier Partner)</i>	