



# Alpine Canada Masters Sponsorship Information Package Winter 2024/25



Alpine Canada Masters is looking for sponsors for the 2024/25 racing season. We are looking for corporate sponsors to help offset some of the costs for staging the 2025 FIS Masters Cup to be held at Mont Garceau QC, from 2-3 February 2024. (See sponsorship details below.)

FIS Masters' racing returned to Canada in 2020 with a FIS Masters Cup (FMC) at Stoneham QC, again in 2022, at Stoneham QC, then in 2023 at Kimberley BC, the FIS World Criterium Masters (WCM) at Kimberley BC and the FIS Masters Race (MAS) at Nakiska AB, in 2024. Typically, athletes come from Europe, Japan, South America and the USA, as well as from BC, AB, ON & QC.

Each year the Masters' FIS race calendar includes races in the southern hemisphere in September, and then in the northern hemisphere from November through April. The FIS Masters Cup (FMC) is equivalent to the FIS World Cup for Juniors, and Masters are able to pursue both Crystal Globes and World Criterium (similar to World Championships) as well as individual race medals and trophies.

Why we choose to race on the FIS Masters' circuit:

- International camaraderie.
- Consistent high quality of races set to FIS standards.
- Great value races and skiing in incredible ski resorts.
- Opportunity to race and ski in some of the iconic ski racing destinations globally.
- To obtain a global ranking and see how one fares amongst Masters worldwide.
- To pursue a Crystal Globe: Crystal Globes (same style of globe as on the World Cup but smaller) are awarded to the top three in each age class (based on scoring from one's best 12 races) and the best in each category and discipline; this is the penultimate prize for any Master's trophy case.

Alpine Canada Masters also organizes the Canadian Masters Alpine Championships each year, with typically two years in the East and two years in the West, attracting 100+ Masters to this event held over three days and one day of training beforehand.



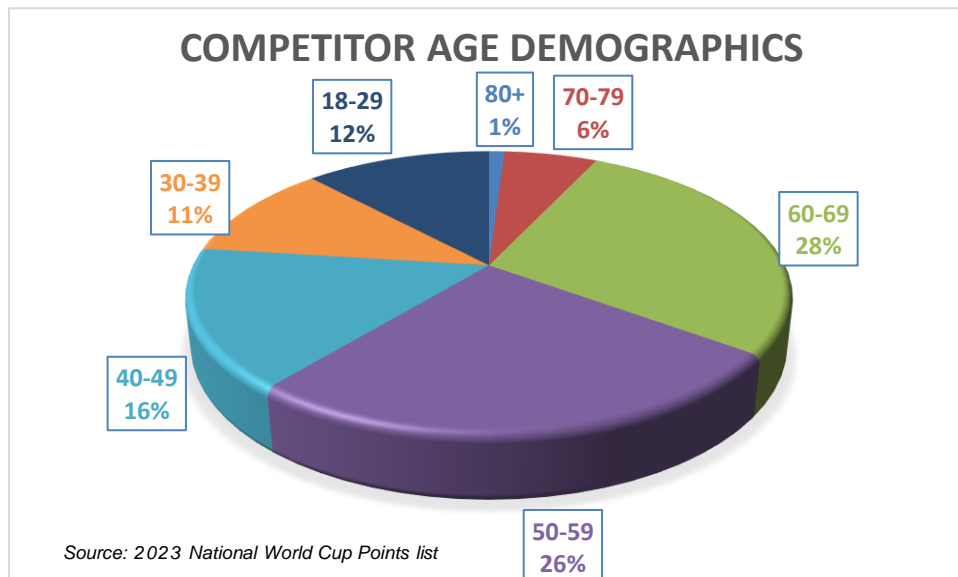
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## Alpine Canada Masters & Canadian Masters Alpine Team - Who are we?

### Demographic

We are men and women ranging from ages 18 to 85+ years old, with the majority of active racers aged 50 to 70 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, parents and grandparents. We are the people that get excited about cold temperatures and forecast of heavy snowfall! Our Canadian Masters Alpine 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 Winter Masters Games.



### Household Income

The majority of participants in Masters' ski racing in Canada are categorized as having an annual gross family income well 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 being 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?

Alpine Canada 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, safety & insurance), admin fees (promotional material, webhosting, software licences) and a variety of other event expenses (medals, prizes, catering and coaching).



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In past years, our funding contributions have come from several provincial organizations, silent auction(s) held at 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, plus at the Kimberley Criterium in early March as well as an association with the Canadian Team competing in the World Winter Masters Games in Italy in January. Countless others will be able to access your brand through links in our bilingual e-newsletters distributed throughout the year to over 1100 individuals that make up our national mailing database, via social media and the Web.

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 centre-stage.

Your brand will also receive international exposure by members of the Canadian Masters Alpine Team (CMAT) 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.

We are also introducing a newer 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 on [cdnalpinesponsor@gmail.com](mailto: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 and the [Alpine Canada Masters](#) website.



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Thank you for your support of Alpine Canada Masters 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 international FIS races at Mont Garceau QC. These prestigious events will feature competitors from over 14 countries spanning the globe.

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 Alpine Canada Masters' National Committee, I am looking forward to the support of your company for our 2024/25 season. If you have any questions, please feel free to contact me or your local representative directly.

With sincerest appreciation,



David Walker | Sponsorship Director  
Alpine Canada Masters  
905-841-5222  
[cdnalpinesponsor@gmail.com](mailto:cdnalpinesponsor@gmail.com)  
<https://alpinecanadamasters.racing>  
<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](mailto:cdnalpinesponsor@gmail.com)

I will send a cheque made payable to **Alpine Canada Masters** to:

Alpine Canada Masters  
c/o Jaime Hugessen, Treasurer  
12 Donwoods Drive  
Toronto ON M4N 2G1

My company information is:

Sponsor Name:			
Sponsor Address:			Postal Code:
Sponsor Contact Name:			
	eMail:	Phone:	
Sponsor website address/social media handles (if applicable)			



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Sponsorship Level	Activity	Commitment
<b>Bronze - \$300</b>		<b>\$300</b>
	Company logo with active hyperlink on all national & provincial e-newsletters and introductory company bio. (Opportunities for brand exposure to 1100+ 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).	
<b>Silver - \$2,000</b>		<b>\$2,000</b>
	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>	
<b>Gold - \$5,000</b>		<b>\$5,000</b>
	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, website, 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>	
<b>Platinum - \$12,000</b>		<b>\$12,000</b>
	All Silver level benefits.	
	Naming rights for National Championships.	
	Naming rights for National Masters Alpine 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>	