

CORPORATE SPONSORSHIP OPPORTUNITIES



LAKE SUPERIOR DIVISION – ALPINE

www.lsdalpine.com



Alpine Skiing

Alpine skiing is a "lifetime sport", encouraging skiers to participate at all ages. Skiing and snowboarding currently represent a \$5 billion North American industry. Nearly five million Canadians enjoy alpine skiing, and more than two million ski six or more times per year. The average age of alpine skiers is 28, and young adults (18-34) represent 43 percent of the market. The percentage of active skiers earning more than \$75,000 has increased for the past three consecutive years.

Alpine Ski Racing

In many respects, alpine ski racing is the quintessential Canadian sport. Few Canadians will forget the World Cup and Olympic successes of the "Crazy Canucks" and their ability to inspire the country.

Today, many young Ontario skiers look for a way to emulate the skiing prowess of our present greats: Eric Guay; Jan Hudec and John Kucera - even if only in their minds! At a time when some competitive sports have been tainted by scandal, alpine ski racing stands out as a sport that provides young Canadians with opportunities to pursue their Olympic and World Cup dreams and their personal goals in a healthy, supportive environment.

What is LAKE SUPERIOR DIVISION ALPINE

LAKE SUPERIOR DIVISION ALPINE (LSDA) - is a provincially based unit of **Alpine Canada**, the National governing sport body for alpine skiing. It joins three other Divisions within Ontario (National Capital Division, Northern Ontario Division, and Southern Ontario Division) to work together as **Alpine Ontario** to co-ordinate elite racing in the province. Together, this group represents over 50 ski clubs, 5,000 racers, and 30,000 members. In a given year, more than 3,000 recreational and competitive races will be staged in more than 50 towns and cities across Ontario.

LSDA - serves the region of Thunder Bay and Northwestern Ontario. Funds raised support our local aspiring athletes from the grass roots level (Nancy Greene Program - Ages 6 to 10) through to the Ontario Ski Team.

LSDA's objectives are:

- to promote, foster and teach the sport of alpine ski racing in the region
- to provide the appropriate programs, coaching, facilities and equipment for both competitive and recreational ski racing.

- to administer coaching clinics for coaches, judges, and other officials
- to develop competitive athletes capable of competition in races sanctioned by the Federation Internationale de Ski (FIS) and Canadian Snowsports Association and ultimately place athletes on the Ontario Ski Team
- to encourage the self-development, leadership and sportsmanship of all participants

Keys to Success

Dedicated volunteers is the proven recipe for any successful community group and **LSDA** has no shortage of these.

Volunteers make up the Board of Directors who steer the organization through the maze of planning and co-ordinating of still more volunteers who make up the various committees responsible for fundraising events (bingos, socials, golf tournament,, telephone book delivery, etc.), organizing and staffing over 20 annual races, program development (hiring of professional coaches and planning), and all promotions (newsletter, media releases, Website and reporting of results, etc.).

Need for Sponsors

The tireless efforts of the **LSDA's** volunteers and the community's support of its events are, unfortunately, not quite enough to totally fund the Division's expenses. The purchase of new or replacement safety fencing and other race safety equipment, ski race gates, panels and bibs all cost thousands of dollars each year as well as professional coaches salaries and athlete's travel expenses. While all participating athletes pay a program registration fee, sponsor participation is required to keep the programs affordable for everyone.

Rewards for Sponsors

By participating in the **LSDA** as a sponsor, you are helping to shape young members of our community to be responsible, goal oriented citizens. These young ski racers, whether they make the podium or not, experience personal growth by facing a multitude of life's challenges. The skills developed from years of balancing school work and achieving above average grades, while at the same time maintaining a rigorous training schedule year round, creates a talent pool of young adults - Thunder Bay's future leaders.

In recognition of our sponsors, we offer opportunities to feature their corporate logos on such things as race bibs, race gate panels and fencing, vehicles, signs,

team suits and publications. Many local and out of town spectators attend our events spending meaningful dollars within our community. Sponsors appreciate this exposure and patronage. Also, the media is always encouraged to attend races and frequently corporate logos receive valuable television and print exposure.

Sponsor Specifics

Currently, the **LAKE SUPERIOR DIVISION-ALPINE** has five levels of sponsors offering financial assistance, in cash, or material goods and services, with a valuation of:

- \$100 - \$500 are recognized as **Friends of the Division**
- \$501 - \$2000 are recognized as **Bronze Sponsors**
- \$2001 - \$4000 are recognized as **Silver Sponsors**
- \$4001 - \$6000 are recognized as **Gold Sponsors**
- \$6001 or more are recognized as **Platinum Sponsors**

For More Information

We envision your Company as a sponsorship candidate and should you be interested in offering such assistance, we would like to hear from you. Please contact any one of our board members for information on how you can be a part of our worthwhile program. A sponsorship form is included for your convenience.

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Web site: www.lsdalpine.com

Our home Page on the World Wide Web is located at

www.lsdalpine.com

SPONSOR FORM

Sponsor level	Friends	Bronze	Silver	Gold	Platinum
\$\$	100-500	501 - 2000	2001 - 4000	4001-6000	6001+
Sponsor Announcement at Races	YES	YES	YES	YES	YES
Website Link on Ski Division Web Page	YES	YES	YES	YES	YES
Team Pictures		YES	YES	YES	YES
Podium Banner at All Races		YES	YES	YES	YES
Corporate Banner At All Races			YES	YES	YES
Annual Division Banquet Tickets			1	2	2
Corporate Name on Division Letter Head				YES	YES
Newspaper Ad coverage with Division				YES	YES
Sponsor Name on LSDA FIS Team Jackets					YES

Donation Amount: _____

Preferred Dedication of Donation	%_____ Global Budget		%_____ Equipment
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Details:

Company Name: _____ Contact Name: _____

Date: _____ Signature: _____

Address: _____ Postal Code: _____

Phone #: _____ Fax#: _____

E-Mail: _____ Website: _____

Cheques to be made payable to Lake Superior Division-Alpine.