

CAPITAL  MARKETS

HAYWOOD

2020 Haywood Western Canada Cup

The cross-country skiing Western Championships are coming to Whistler Olympic Park! Racers from across Canada, the US, and local clubs and will be lighting up the courses in sprints, interval start and relay formats, vying for results to make their club the best in the west!

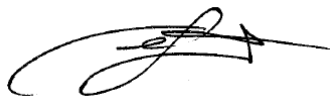
The legacy of the 2010 Winter Olympics continues to grow and this January your company can be a part of that success by supporting high-level cross country racing at Whistler Olympic Park. Future national team members and Olympians will be among over 500 cross country skiing athletes per day that descend on the venue from January 17-19, 2020 for the Haywood Western Championships each day. Racers of all ages and their families will participate in three days of racing and one day of training.

I invite your company to provide sponsorship for this prominent event. We are seeking everything from food to prizes for the athletes and volunteers. Your assistance plays an integral role in the development of cross-country skiing, a sport for life! Attached is an overview listing some of the details of our sponsorship package. You can also find more information about the event on our website at www.callaghanxcski.ca.

These races provide an excellent opportunity to promote your company to athletes, volunteers, and the community. Our organizing committee is devoted to working with you towards the development of a sponsorship profile that will be mutually beneficial to both parties, and welcome the opportunity to discuss with you all of the options available and to explore the possibilities of a rewarding partnership. Please don't hesitate to contact me if you have any questions and I will be sure to follow up with you regarding this package.

The event is organized by Callaghan Valley Cross Country (CVXC), a conglomerate of nordic ski clubs in Vancouver, Squamish, Whistler and Pemberton. We successfully hosted the Haywood NorAm World Junior Trials in 2012 and the Haywood Ski Nationals in 2013 and the Haywood NorAm Westerns in 2017, and organize the Coast Outdoors P'ayakentsut) loppet every February since 2011.

Onwards!



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Sponsorship/Partner Program

1) Gold Sponsor - \$5,000 +

- On Site Display/Sales
 - Available with sponsor supplied facility up to two 10' by 10' tents
- Presence during all race days
 - Logo prominently displayed on results and start lists.
 - Acknowledgement by official announcer on each race day as Gold Sponsor
 - Awards Presentation Ceremony – Presenter of medals and/or awards on a specific competition day.
 - Banners - up to 6 on-site for duration of the competition
- Sponsor/Partner Recognition Board
 - Displayed as Gold Sponsor on board and a personalized thank-you plaque
- VIP Parking pass and on-venue meals for company representatives (2 max)
- Web Presence
 - Prominent recognition on 2020 Haywood NorAm/Westerns as a Presenting Event Sponsor. Link exchange between Sponsor's site and event website
- Press Releases
 - Prominent Gold Sponsor presence in all press releases and material as presenting sponsor.

2) Silver Sponsor - \$2,500 +

- On Site Display/Sales
 - Available with sponsor supplied facility, one 10' by 10' tent
- Presence during all race days
 - Acknowledgement by official announcer on each race day as Silver Sponsor
 - Awards Presentation Ceremony – Presenter of medals and/or awards on a specific competition day.
 - Banners - maximum 4 on-site for duration of the competition
- Sponsor/Partner Recognition Board
- Web Presence
 - Prominent recognition on 2020 Haywood NorAm/Westerns as a Silver or Race Day Sponsor. Link exchange between Sponsor's site and event website



3) Bronze Sponsor – \$1,000 +

- Presence during all race days including one 10' by 10' tent
- Banners - 2 on-site for duration of the competition
- Acknowledgement by official announcer on each race day as Bronze Sponsor.
- Web Presence
 - Prominent recognition on 2020 Haywood NorAm/Westerns website

Silver or Bronze Possible Activations:

- **Presenting Day Sponsor** - AltaGas sold. 2 days remaining.
 - o Announcements including: "Today's race brought to you by [Company Name]"
 - o Opportunities to talk on Announcements
 - o Present Medals
 - Day 1: Sprints
 - Day 2: Interval Starts
 - Day 3: Mass Starts and Relays
- **Wax Cabin Support** - Additional Brand Name on Poster for each Wax Cabin
- **Captain's Meeting Sponsor** - 3 meetings, 1 before each race day - 30-40 people

4) Racer Support Team – \$350+

- Web Presence
 - Prominent recognition on 2020 Haywood NorAm/Westerns website

5) Cheering Section – \$100 to \$349

- Web Presence
 - Prominent recognition on 2020 Haywood NorAm/Westerns website

6) Volunteers Sponsor (100 people/day x 3 days = 300) – \$500 or in-kind

- Announcements of Volunteer sponsor



7) Athlete Finish Line (500 people per day) – Total \$500 in-kind per day

- Food (Bagels, Mini-Yogurts, Snacks, Cookies, Drinks, Fruit)
- Announcements of Finish Line sponsor

NB - All contributions are welcome, cash or in kind merchandise.



Quick 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:

- 53% of skiers are women, 47% men
- 18% of skiers Gen Z (under 18), 42% Gen Y (18-34), 28% Gen X (35 to 54), 12% Baby Boomers (55+)
- 65% of skiers have post secondary education including 10% with PhDs
- Cross country skiers have the highest incomes in snow sports, almost half live in households with annual income > \$100,000 (Source: SIA Snow Retail Data, NPD Group)
- 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