

Sponsorship Opportunities

Alberta World Cup Academy





The Alberta World Cup Society provides opportunities for the development of athletes, coaches in the sport of cross-country skiing and allows them to reach their full potential in the sport.



HOW do we accomplish our mission?

Academy: The Alberta World Cup Academy operates one of three National Development Training Centres in Canada.

We provide a Train & Study Program for student athletes (with support of the University of Calgary) and a ski-focused program in Canmore.

Academy athletes come from across Canada, with a maximum of 30 athletes in the program, and 3 high performance coaches providing individual and team training sessions year-round.



HOW do we accomplish our mission?

The Academy:

- Provides high performance programming to develop the next generations of Olympic and World Cup cross-country skiers.
- Raises the awareness of cross-country skiing in Canada
- Develops resilient, high performing, passionate athletes and citizens
- Provides training and racing opportunities for young adult athletes to enable them to focus on their goals in sport, academia and in life.



HOW do we accomplish our mission?

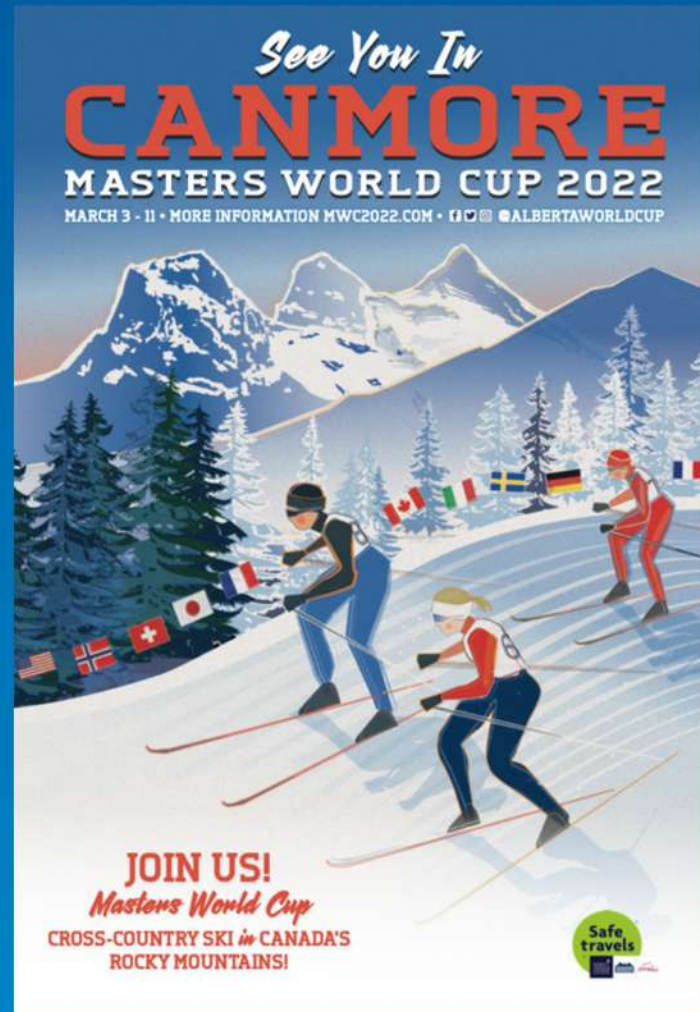
Hosting International Events:

The Alberta World Cup Society hosts a World Cup event on a regular basis in Canmore, providing international racing opportunities to our Canadian athletes, coaches and race officials. The most recent events being:

Dec 2021	World Para Nordic Skiing World Cup
March 2022	Masters World Cup
Feb 2024	FIS World Cup



Previous International Race Events



See You In
CANMORE
MASTERS WORLD CUP 2022
MARCH 3 - 11 • MORE INFORMATION MWC2022.COM • #ALBERTAWORLDCUP

JOIN US!
Masters World Cup
CROSS-COUNTRY SKI IN CANADA'S
ROCKY MOUNTAINS!

Safe travels



CANMORE 2021 WORLD PARA NORDIC SKIING WORLD CUP
DEC. 4-12 / DU 4 AU 12 DÉCEMBRE 2021 • CANMORE NORDIC CENTRE PROVINCIAL PARK

COME CHEER THE WORLD'S BEST IN
CANMORE!
VENEZ ENCOURAGER LES MEILLEURS
ATHLÈTES DU MONDE!

FREE ADMISSION / ENTRÉE GRATUITE
SCHEDULE / HORAIRE:

Dec 3: Opening Ceremony / Cérémonie d'ouverture - Canmore Civic Centre 5pm
Dec 4: Short Distance Classic / Courte Distance - Classique
Dec 5: Middle Distance Free / Mi-distance - Patin
Dec 7: Sprint - Classic / Sprint - Classique
Dec 9: Biathlon Middle Distance / Mi-distance Biathlon
Dec 11: Biathlon Sprint / Sprint Biathlon
Dec 12: Biathlon Individual / Individuel(e) Biathlon



COOP FIS CROSS-COUNTRY WORLD CUP
COOP COUPE DU MONDE FIS DE SKI DE FOND
CANMORE 2024
FEBRUARY / FÉVRIER 9-13

CANMORE NORDIC CENTRE PROVINCIAL PARK
FREE ADMISSION / ENTRÉE GRATUITE

ALBERTAWORLDCUP.COM
FOLLOW US: @albertaworldcup

ALBERTA WORLD CUP
CROSS-COUNTRY 2024 CANMORE
FIS-SKI.COM

SCHEDULE / HORAIRE
Feb. 8: Opening Ceremony / Cérémonie d'ouverture
Canmore Civic Centre, Downtown Canmore
Feb. 9: Interval Start 10 km, Free Technique
Épreuve individuelle 10 km, Libre
Feb. 10: Sprint, Free Technique / Sprint Libre
Feb. 11: Mass Start 20 km, Classic Technique
Départ groupé 20 km, Classique
Feb. 13: Sprint, Classic Technique / Sprint Classique

SPECIAL EVENTS
ÉVÉNEMENTS SPÉCIAUX
• Town of Canmore Art Walk / Promenade Artistique
(downtown to Nordic Centre on Legacy Trail)
• Expo / Marché at / au Nordic Centre
• COOP Mini World Cup - Mini Coupe du Monde
• Special Fan Zones / Zones pour les Fans
• Fast & Female Power Hour

COOP FIS CROSS COUNTRY WORLD CUP
COOP

LE GRUYÈRE
CERTINA
Alberta
Canada
CANMORE
KINAVASKIS

14,000+ Live Spectators | Over 32 Million Viewers of the Event (TV / Online)
VIP Experiences | Free Events | Nordic Market Fair



With your help...

We will continue to send Academy Athletes to International cross-country ski races, representing Canada worldwide at World Cup Races, the World Championships, and Olympic Winter Games.



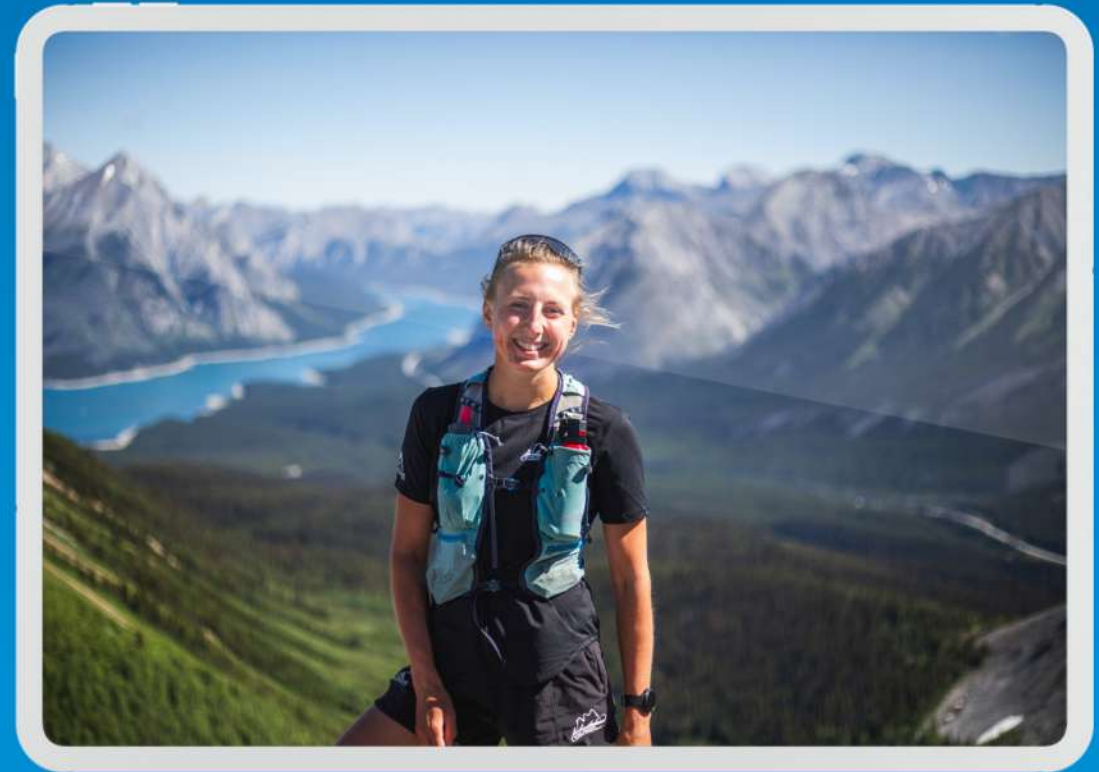
With your support...

We are training athletes during the critical years from High School age to National Senior Athlete - cross-country skiers' performance peaks at 26-28 years of age. We are able to continue our Train & Study program. We make high performance sport more affordable to more skiers, outgrowing their club programs.



With your support...

we continue to be the biggest National Training Centre for cross-country skiers in Canada, attracting athletes and coaches, seeking to excel at the international level.



Branding / Logo placement - Vehicles

Your promotion on our van and trailer, transporting athletes to training, races, and camps. Hence, providing a great opportunity for exposure to communities in AB, BC, and some northern states of the US.



Home base - Bow Valley Corridor

- Van 1 - Calgary
- Van 2 - Canmore

Travel 2023-24 season (2024-25 TBA):

- AB: Edmonton, Lake Louise
- BC: Kimberley, Whistler, Vernon, Revelstoke
- USA: Considered - Duluth MN, Sun Valley ID, Jackson Hole, WY

(Placement and sizing to be discussed.)



Branding / Logo placement - Clothing

Promotion on all Summer and Winter Training & Racing Team Clothing (Placement and size to be discussed.)



Digital Marketing

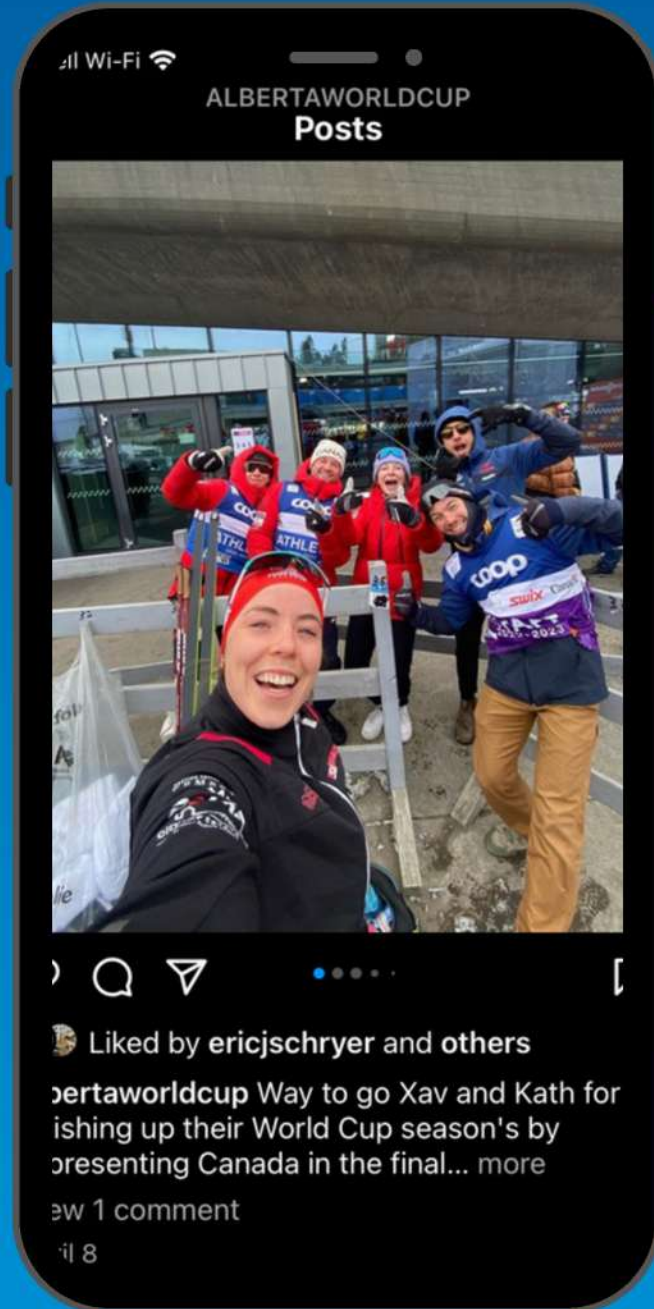
Website | www.albertaworldcup.com*

- Opportunity for targeted Promotion-booking code / Branding on the Home Page.
- The inclusion of a Call to Action button.
- Additional recognition as a main partner on Academy sponsor pages.



Social Media Promotion

Sharing of stories, promotions/booking code, contests and projects through our social media channels.



Social Media

Facebook | facebook.com/albertaworldcup
(1.2K Followers)

Instagram | albertaworldcup
(2.3K Followers)

Twitter | @AlbertaWorldCup
(1.13K Followers)

Newsletters
(2.1K subscription base | 54% Email Open Rate)



Partnership Proposal:

- The Academy provides an excellent platform to enter the Bow Valley and quickly become known as a strong community supporter. We share the belief in the value-driven pursuit of excellence. We will co-design tactical steps to introduce our partners business to business. We will develop an annual campaign for promotion and community exposure with measurable outcomes.

Proposed Sponsorships are available preferable with 2 -3 year commitment.

- We will provide sponsors with sector exclusivity. Definition of 'sector' tbd
- Inclusion as a contributing Academy partner at future international events in a manner to be mutually agreed on.



Partnership Proposal:

Other opportunities / add-ons could include:

- Contribution to Dale Swanson Distinguished Athlete Award (awards up to 2 athletes up to \$2,500 each per year, for recognition of work ethic and personal values of perseverance and integrity.)
- Establishment of new Sponsor Award (amount and restrictions / eligibility criteria to be determined by mutual agreement)
- Opportunities for additional involvement at future international events hosted by the Alberta World Cup Society.



