



SPONSORSHIP PACKAGE

2023 / 2024



- 130+ Families*
- 200+ Athletes*
- 25+ Staff*



ABOUT SNOW VALLEY RACING

Snow Valley Racing delivers a competitive ski racing program to support the growth of young athletes. Our professionally run programs offer a variety of training options to meet a wide range of skill levels. Our home hill, Snow Valley Ski Club, is located in the heart of the Rainbow Valley in Edmonton, Alberta and is easily accessible off Whitemud Drive.

Our athlete focused program supports the development of lifelong skills including: personal accountability, independence, self-discipline and goal setting to support success on and off of the snow. Snow Valley athletes become skiers for life. They quickly learn the rewards of achieving and surpassing their goals, and our programs encourage a passion for sport, winter and the outdoors.

Snow Valley Racing Association is proud of its reputation of excellence. The success of our organization is evident through athletic performance, clear leadership, club fiscal strength, and our ability to attract talented coaches and racers.

As a not-for-profit organization, Snow Valley Racing operates with both volunteers and professionally trained staff. The Board of Directors is responsible for setting policies that outline the long-term objectives of the association, and the Program Director is responsible for the day-to-day operations. Our staff includes over 25 coaches, who work with approximately 200 athletes from 130 different families each year.

Ski racing is a costly sport. For North Zone Athletes (athletes with a home club located north of Red Deer) we have additional travel costs associated with mountain camps and travel to races that create challenges for our athletes. Our registration fees only cover 40% of program costs – fundraising and sponsorship ensures the continuous success of our programs moving forward.



SPONSORSHIP OPPORTUNITIES

Snow Valley Racing constantly strives for excellence in all aspects of our racing program. As such we endeavour to provide the highest quality racing experience possible for our athletes. We cultivate an environment that gives every athlete an opportunity to personally thrive in both a fun and competitive environment.

In order to continue to provide the highest-level programs and experiences possible for our young athletes we need your support! All proceeds raised from our fundraising efforts go directly to supporting athlete development. Additionally, we are seeking partners to support our race events to help us celebrate all athletes working hard to achieve and exceed their personal bests and embrace the outdoors in our incredible winter city. We invite you to be part of our race family and to contribute to the success of our talented young athletes as they work towards achieving their dreams of success on and off the snow.

What Can Snow Valley Racing Offer You?

In addition to the satisfaction of knowing that you and/or your organization are supporting the personal and athletic development of 200 + young athletes braving the cold and facing their fears on the mountain each week, SVR sponsorship opportunities allow brands to promote themselves to the Snow Valley ski club and racing organization, the local ski racing community, on a regional, national and international platform.

By choosing to partner with the Snow Valley Racing brand, sponsors can demonstrate that they too are driven by excellence, a passion for sport and an appreciation for our majestic (and brisk) Canadian winters.

Who are we looking for in a Sponsorship Partner?

We are looking for like-minded brands that are driven by excellence, and understand the true value of sport to increase confidence, independence and personal accountability in young athletes; skills that will help them grow into successful young adults.



CLUB SPONSORSHIP

SPONSORSHIP LEVEL	Downhill \$10,000	Super G \$5,000	Giant SL \$3,000	SL \$1,000	Supporter \$500
SPONSOR PROFILE					
Formal recognition and visual presence at SVR Club sponsored events and socials: Silent Auction, Ski Swap, year-end Awards Banquet	●	●	●	●	
Company logo on new team jackets	●	●			
Company logo on SVR Team Van	X-LARGE	LARGE			
Company logo on all SVR race notices, start & result lists	●	●	●	●	
Company logo on SVR race event Banners: Start/Finish and Award Ceremony areas	●	●			
Company logo on SVR race event B-Net Signage: Start/Finish areas	●	●	●		
DIGITAL MARKETING					
Company logo and weblink featured on SVR's website homepage listed at sponsorship level	●	●	●	●	
Social media promotion (Instagram, Twitter, Facebook)	●	●	●	●	
Upon signing, a news blog announcement posted on club's website	●	●	●	●	●
Regular Email blasts throughout race season	●	●	●	●	
Sponsor promotions advertised on SVR's website and emailed to membership	●	●			
Sponsor advertising in Snow Valley Day Lodge: Company Logo Digital Display, SVR's Sponsor Display Wall	●	●			
Team imagery and video provided "royalty free" for sponsors use	●	●	●		
COMPLIMENTARY ITEMS					
Tickets to SVR's annual Silent Auction event	FOUR	FOUR	TWO		
Tickets to SVR's annual year-end Awards Banquet	FOUR	FOUR	TWO	TWO	
Lift Passes to Snow Valley Ski Club	FOUR	FOUR	TWO	TWO	
Tickets to Snow Valley Aerial Park	FOUR	FOUR	TWO		

Have other desires with your sponsorship package? We are happy to discuss custom options for each business to ensure success.

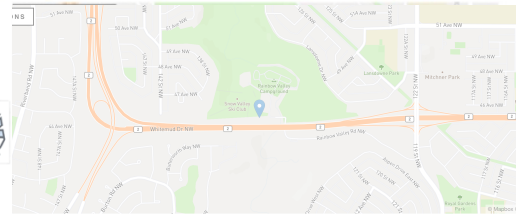


ADDITIONAL SPONSORSHIP OPPORTUNITIES

OPPORTUNITY	AMOUNT
ITEMS	
Race Bibs: 175 bibs (Sponsor Logo, SVR Logo, to be used at all SVR hosted race events) min. 3 yr. period	\$3,500
Timing System	\$3,500
Barry B-Net: 20 rolls	\$3,500
New Equipment Trailer (Sponsor Logo, 3 sides)	\$3,000
Gates: 50 gates	\$2,250
Gate Panels: 60 panels (Sponsor Logo, SVR Logo, to be used at all SVR hosted race events) min. 3 yr. period	\$1,200
Team Van Tires – (set of 4; Sponsor logo on van 'small')	\$1,200
Start Tent with logo at all SVR hosted race events (* subject to 'Downhill' sponsor commitment)	\$1,000
Year-end Award Plaques	\$1,000
Team drills and drill bits	\$500
SVR Clothing Order (Sponsor logo included on shirts and hoodies; orders occur annually)	\$500
Radios - \$500 ea.	\$500
Tuning Tools and Wax (U14/U16/FIS)	\$500

All above sponsorships will include company logo on team equipment trailer and formal recognition at our SVR club sponsored annual events and socials: Silent Auction, Ski Swap, Year-end Awards Banquet, as well as Social Media promotion (Instagram, Twitter, Facebook).

WHERE YOUR BUSINESS IS PROMOTED



Our Sponsors

Copyright © 2023 Snow Valley Racing Association - All Rights Reserved.
[Home](#) [About SVR](#) [Our Programs](#) [News](#) [Photos](#) [Shop](#)



SNOW VALLEY RACING ALUMNI



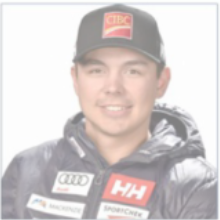
ED PODIVINSKY

Edward "Ed" Charles Podivinsky is a Canadian alpine skier who competed in the 1994 Winter Olympics, in the 1998 Winter Olympics, and in the 2002 Winter Olympics. He was member of the 1992 Canadian Olympic (Albertville) team as well. First noticed internationally after becoming the first Canadian to win a gold medal in the Alpine Downhill event, a feat that he accomplished at the 1989 World Junior Championships. Edi Podivinsky would go on to claim six World Cup titles and a bronze medal in the downhill event at his first Winter Olympic Games in 1994.



LAURENNE ROSS

Born in Edmonton, Alberta in Canada, Ross was on skis at age two at the Snow Valley ski hill, as her father was a former alpine racer. She was selected to the U.S. Ski Team in 2006 and made her World Cup debut in December 2009. Ross was moved up to the World Cup team for the 2011 season and represented the U.S. at the 2011 World Championships. Ross attained her first World Cup podium in March 2013, placing second in a downhill at Garmisch-Partenkirchen, Germany.



KIRK SCHORNSTEIN

Para alpine skier Kirk Schornstein posted three top-10 finishes at the 2018 Paralympic Winter Games. He performed exceptionally well in January 2017 at the IPC world championships in Tarvisio, Italy where he captured silver in the downhill. He also posted three other top-ten finishes including fourth places in both the super-G and super combined. He serves as a member of the Athletes' Council of the Canadian Paralympic Committee.



CARSON COOKE

Cooke is a current Canadian National Ski Cross Team Member and former Alberta Ski Team and SVR team member who has taken the NorAm circuit by storm. With four podiums in his first season as a ski cross racer, Carson finished the season ranked second overall in the NorAm rankings. At just 21, watch for this youngster to follow in the steps of Canadian Ski Cross athletes like Kevin Drury and Brady Leman. He's only getting started.



MIKE SOETAERT

An SVR and Alberta Alpine alumni athlete, Mike now races for the University of Alaska. In 2017-18 he was named to the National Collegiate All-Academic Ski Team by the United States Collegiate Ski Coaches Association. Competed in 12 races, finished 18th in the slalom at the RMISA/NCAA Regionals and 20th in the slalom at the RMISA Alpine Qualifier. In 2019-20 he finished 26th in the giant slalom at the NCAA Championships ... placed 13th in the slalom and 21st in the giant slalom at the RMISA Championships.

SVR ATHLETE ALUMNI - ALBERTA ALPINE SKI TEAM

Chris Scheele – 2003 to 2006

Tora Hoshizaki – 2018 to 2022



ALBERTA ALPINE
Inspiring Excellence



SPONSORSHIP TERMS & AGREEMENT FORM

- All sponsorship agreements will be valid for a (1) year period unless otherwise noted. Valid winter season 2023-24. Sponsorship programs are valid during open winter seasons only, roughly December through April.
- All material(s) with branding presence will be created in the 2023-24 season, unless necessary to update due to wear and tear, or destruction of material. Decisions on branded material updates is solely the responsibility of Snow Valley Racing, but materials will be updated within reason, if necessary.
- Cash may be combined with coupon or discount programs for race club community. No product will be traded unless expressly agreed upon.
- Any Snow Valley ticket bundles will be valid for the 2023/24 season only. Ski privileges are limited to one year, unless otherwise discussed.
- A deadline for package execution and artwork deliverables will be communicated after completion of any sponsorship agreement. All parties will need to review and sign an agreement.

AGREEMENT FORM

PAYMENT INFORMATION

Sponsorship:

Cheque: To pay via cheque, please enclose and make payable to Snow Valley Racing Association

Total Payment:

Name:

Please mail your agreement form to:
PO Box 21100, Edmonton Alberta
T6R 2V4

Company:

Please forward a digital logo for print materials as soon as possible following acceptance. Please submit logo by email to:

Address Line 1:

programdirector@snowvalleyracing.ca

Address Line 2:

Any additional questions can be directed to Chad Mansell, Program Director at:

Email:

programdirector@snowvalleyracing.ca

Phone: Work:

Sponsor Signature:

We thank you for taking the time to consider being a sponsor of the Snow Valley Racing program. We strongly believe in this program's potential and encourage you to be a part of it. To schedule a meeting to discuss sponsorship details please contact our program director.



FOR MORE INFORMATION PLEASE CONTACT:

Chad Mansell
Program Director
c. 780.964.9717
e. programdirector@snowvalleyracing.ca



PO Box 21100
Edmonton, Alberta
T6R 2V4
p. 780.434.3563

