

SPONSORSHIP WITH SNOW VALLEY RACING

Snow Valley Racing (SVR) delivers a competitive ski racing program to support the growth of young athletes. Our athlete focused program supports the development of lifelong skills including personal accountability, independence, self-discipline, and goal setting to achieve success on and off the snow. Snow Valley athletes become skiers for life.

Snow Valley Racing is proud of its provincial and national 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. Our staff includes over 25 certified coaches, who work with approximately 200 athletes from 130 different families each year.



Ski racing is a costly sport. We are proud to represent our home hill of Snow Valley Ski Club in Edmonton but are often chasing training opportunities in the mountains to further our athletes' growth. Our club has additional travel costs associated with mountain camps and travel to races that create challenges for our athletes and their families. Our registration fees only cover 40% of program costs – fundraising and sponsorship ensures the continuous success of our programs moving forward.

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.

SVR is 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.



SPONSORSHIP TIERS

SPONSORSHIP TIER	PLATINUM \$15,000	GOLD \$7,500	SILVER \$5,000
ON-SNOW OPPORTUNITIES			
Formal recognition and visual presence at SVR Club events (i.e. Silent Auction, Ski Swap, Year-End Awards BBQ)	✓	✓	✓
Exclusive company sponsorship of select major race supplies (gate panels, athlete bibs, etc.) ¹	✓		
\$1,000 SVR account credit ²	✓		
Inclusion of company logo on new team jackets, front ³	✓		
Inclusion of company logo on new team jackets, arm ⁴		✓	
Inclusion of company logo on SVR Team Van ⁵	✓		
Tiered placement of company logo on all SVR race notices, start & result lists	✓	✓	✓
Placement of signage at start or finish area at SVR-hosted races ⁶		✓	✓
Placement of signage at start, finish, and Award Ceremony areas at SVR-hosted races ⁷	✓		
DIGITAL AND SOCIAL OPPORTUNITIES			
Tiered placement of company logo and website link featured on SVR's website	✓	✓	✓
Social media and email announcement of sponsorship	✓	✓	✓
Social media promotion of your company (Instagram, Facebook) – Minimum 12X a year	✓		
Social media promotion of your company (Instagram, Facebook) – Minimum 6X a year		✓	
Social media promotion of your company (Instagram, Facebook) – Minimum 3X a year			✓
Team imagery and videos provided “royalty free” for sponsor usage (upon request)	✓		
Weekly tags in social media posts	✓	✓	✓

¹ Subject to annual availability and need.

² SVR credit may be used by the sponsor's family, donated to an SVR athlete, or applied to a scholarship for an SVR athlete.

³ Deadline: Sept 1 each year. Sponsorships received after September 1 will be included on the following season's jackets.

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⁵ A three-year commitment to the platinum level sponsorship is required.

⁶ All signage and/or banners to be provided by the sponsor.

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DONATION OPPORTUNITIES

ITEM & ANNOUNCEMENT ON SOCIAL MEDIA	APROXIMATE VALUE
Equipment Trailer ⁸	\$10,000
Gates (50) ⁹	\$5,000
Timing system major components	\$3,500
Timing system supplies	\$500
Team Van Tires (set of 4)	\$2,400
Willy Bags	\$1,000
Year End Awards Plaques (per year)	\$1,000
Coach/Race Crew drills and drill bits (per set)	\$500
Coach/Race Crew radios (per radio)	\$500
Tuning Kits for Provincial/Regional Teams (per kit)	\$500

EVENTS & ANNOUNCEMENT ON SOCIAL MEDIA	APROXIMATE VALUE
SVR Silent Auction Event Sponsor ¹⁰	\$12,000
SVR Silent Auction Table Sponsor	\$1,000
SVR Year-End Awards BBQ Event Sponsor	\$500
SVR Year-End Awards BBQ Food Sponsor	\$500
SVR Year-End Awards BBQ Drinks Sponsor	\$500
SVR Team Hats	\$1,000
SVR Sundance Invitational Athletes' Prize Sponsor ¹¹	\$1,000
SVR Sundance Invitational Volunteer Prize Sponsor	\$250
SVR Sundance Invitational Volunteer Fuel Sponsor	\$500
SVR Bike-A-Thon Event Sponsor	\$1,000
SVR Bike-A-Thon Shirt/Equipment Sponsor	\$1,000
SVR Raffle Seed Sponsor ¹²	\$5,000
Jasper Junior Olympics Team Banquet Sponsor	\$1,000
Cold Lake Blizzard Blast Team Banquet Sponsor	\$1,000

⁸ Includes the benefits available to Gold level sponsors (except company logo on new team jackets)

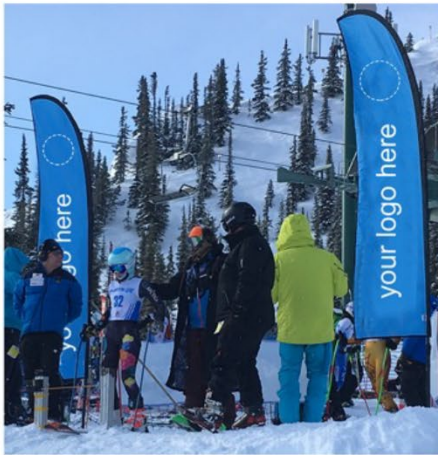
⁹ Includes the benefits available to Silver level sponsors

¹⁰ Includes the benefits available to Gold level sponsors (except company logo on new team jackets)

¹¹ Deadline: January 1 each year

¹² Includes the benefits available to Silver level sponsors

YOUR SPONSORSHIP IN ACTION



Snow Valley Racing delivers competitive ski racing for athletes, ages 4 and up.
Our professionally run programs offer a variety of training to meet all skill levels.

[REGISTER NOW](#)

Super G Level Sponsors



Giant SL Level Sponsors

