

# KENDRA GIESBRECHT

## ABOUT ME



### CAST D-Team

alpine racing sponsorship package  
2025/26

My name is Kendra Giesbrecht, a 19-year-old alpine ski racer from St. Albert, Alberta. I've been racing for 13 years and recently made my debut with the **Canadian Alpine Ski Team – Development Team**. This season, I was proud to represent Canada at the **FIS Alpine World Junior Ski Championships**, race in my first **Europa Cup**, and be crowned this season's **Giant Slalom (GS) National Champion**. Skiing has always been my passion, and these milestones reflect the dedication I bring to the mountain every day. I'm currently ranked among the **top racers** in the country, and my goal is clear: to compete on the **World Cup** circuit. With every turn and race, I'm getting closer — and I'm grateful for the journey.

## MY GOALS

2025/26 RACE SEASON
<ul style="list-style-type: none"><li>• Qualify to represent Canada at the World Junior Alpine Ski Championships</li><li>• Podium performance on the Nor-Am Cup circuit</li><li>• Nor-Am Cup Overall Title</li><li>• Improve my international FIS ranking and points</li></ul>
LONG TERM
<ul style="list-style-type: none"><li>• Qualify for the Canadian National Women's Ski Team</li><li>• Compete on the World Cup circuit</li><li>• Qualify to compete in the Olympics</li><li>• Qualify to compete at the World Championships</li></ul>

## CURRENT RANKING



POST 2024/25 RACE SEASON	
1st	National Giant Slalom Champion (GS)
1st	U21 in Canada Giant Slalom (GS)
1st	U21 in Canada Slalom (SL)
8th	Overall in Canada Giant Slalom (GS)
9th	Overall in Canada Slalom (SL)
19th	'05 YOB World Ranking Giant Slalom (GS)
13th	'05 YOB World Ranking Slalom (SL)
2nd	'05 YOB NorAm Ranking Giant Slalom (GS)
2nd	'05 YOB NorAm Ranking Slalom (SL)
214th	Overall World Ranking Giant Slalom (GS)
170th	Overall World Ranking Slalom (SL)
FIS CAREER WINS & PODIUMS	
21	FIS Career Wins Since 2021/22
46	FIS Career Podiums Since 2021/22

## WHAT IS THE CAST D-TEAM

The CAST D-Team is a new tier in the Canadian National Ski Team structure for Canada's top U21 and some U24 athletes with podium potential. The team's goal is to elevate and accelerate the development of these younger athletes to ensure succession at the World Cup and Olympic level. In the 2025-26 season, these athletes will be focusing on competing at the Nor-Am and Europa Cup level and World Junior Championships.

## WHY YOUR SUPPORT

“Simply put, without development today there are no **champions tomorrow**”. - Kelly VanderBeek (former ACA Team Member & Olympian)

# SPONSORSHIP OPPORTUNITIES

## HEADGEAR SPONSOR

- Headgear Sponsor - Company logo front and centre on all race helmets
- Podium toque, cap and headband with company logo front and centre
- Company logo & URL weblink added to my Linktree account featured on my social media platforms (Instagram, Facebook, Website)
- Formal recognition on social media platforms (Instagram, Facebook, Website)
- Regular tags / shoutout / mentions on any ski related posts throughout the race season
- Royalty free race imagery and/or video for sponsor's use
- Invitation to the Highest Peak Social hosted by Alberta Alpine at Mt. Norquay Ski Resort (November 2025 - details to follow)
- Discount code for partner ski brands
- Complimentary Rossignol Racing Swag
- Complimentary ACA Team Swag

## SHOULDER PATCH SPONSOR x 2

- Shoulder Patch Sponsor - Company logo on team jacket
- Company logo and URL weblink added to my Linktree account featured on my social media platforms (Instagram, Facebook, Website)
- Formal recognition on social media platforms (Instagram, Facebook, Website)
- Regular tags / shoutout / mentions on any ski related posts throughout the race season
- Royalty free race imagery and/or video for sponsor's use
- Discount code for partner ski brands
- Complimentary Rossignol Racing Swag

## DONATIONS

- Company logo and URL weblink added to my Linktree account featured on my social media platforms (Instagram, Facebook, Website)
- Formal recognition on social media platforms (Instagram, Facebook, Website)
- Regular tags / shoutout / mentions on any ski related posts throughout the race season

## OTHER OPPORTUNITIES TO SUPPORT...

Want to customize your sponsorship package? I would be happy to discuss custom options for your business to ensure this sponsorship is a success for you!

	HEADGEAR \$10,000	SHOULDER \$5,000	DONATIONS \$50 and up
<b>SPONSOR PROFILE</b>			
Headgear Sponsor - Company logo front and centre on all race helmets (*subject to ACA official headgear agreement)	●		
Podium toque, cap and headband with company logo front and centre	●		
Shoulder Patch Sponsor - Company logo on team jacket (*subject to ACA official shoulder patch agreement)		●	
<b>MARKETING</b>			
Company logo and URL weblink added to my Linktree account featured on my social media platforms (Instagram, Facebook, Website)	●	●	●
Formal recognition on social media platforms (Instagram, Facebook, Website) upon signing	●	●	●
Regular tags / shoutouts / mentions on any ski related posts throughout the race season	●	●	●
"Royalty free" race imagery and/or video for sponsor's use	●	●	●
Additional sponsor reach through ACA Partnered Events & Marketing Activities. Athletes are required to make (4) appearances in support of ACA sponsor-related activities and will further promote your brand. (*athlete agreement 3.12.2)	●	●	
<b>COMPLIMENTARY ITEMS</b>			
Invitation to the Highest Peak Social hosted by Alberta Alpine at Mt. Norquay Ski Resort (November 2025 – details to follow)	●		
Discount code for partner ski brands	●	●	
Complimentary Rossignol Racing Swag	●	●	
Complimentary ACA Team Swag	●		

## PROMOTIONAL LOGO PLACEMENT

\*ACA current team partnerships



HEADGEAR SPONSOR x 2



LOGO  
LOGO

SHOULDER PATCH  
SPONSORS x 2



LOGO  
LOGO

\*OPTION FOR WOMENS D-TEAM  
SPONSORSHIP AVAILABLE

\*subject to the terms and conditions of the official 'headgear' & 'shoulder patch' agreement of ACA

\*ACA agreement deadline **September 15<sup>th</sup>, 2025**

## BRAND AMBASSADOR & PARTNERSHIPS

My dedication to my sport, coupled with my growing presence on social media, provides a platform to authentically promote your brand to an engaged audience. I am eager to represent your products on and off the slopes, and I am confident that our collaboration would inspire others to achieve their athletic goals, while looking and feeling their best in your apparel.



2025/26 partnerships

equipment partnerships

## SOCIAL MEDIA & DIGITAL MARKETING connect with me...

As an athlete, I can leverage my growing audience to promote your business on my social media platforms, endorsing your products and services to expand your reach within the race community.



Instagram:

@kendra\_giesbrecht



Linktree:

visit my link-in-bio on Instagram



Facebook:

Kendra Giesbrecht

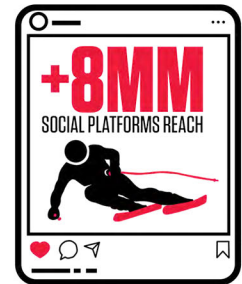


Website:

kendragiesbrecht.ca

## ACA DIGITAL & SOCIAL REACH

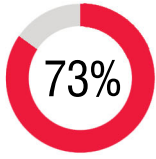
In cooperation with my social media platforms, your business can be further endorsed through ACA's continual audience growth.



\*data and information derived from ACA annual report

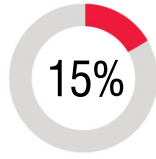
# WHERE DOES THE MONEY GO?

Breakdown of expenses

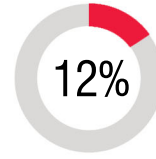


**ACA TEAM FEES (\$50,000.00)**

- world class coaching
- travel support
- technician, physio, nutritionist
- training & race fees



**EQUIPMENT  
(\$10,000.00)**



**PERSONAL  
TRAINING  
(\$8,000.00)**

**TOTAL COSTS 2025/26: \$68,000.00**

Supporting elite athletes comes at a significant cost! While there are some avenues of subsidies, the remaining team fees, equipment costs and personal training costs that you see above are my sole responsibility. Any sponsorship or donations will go directly to off-set these expenses.

"3 out of 5 athletes are in debt and have a negative net income. Their expenses to train and compete for Canada are greater than their income from sponsorship, bursaries, prize money and work." **CAN Fund**, <https://canadianathletesnow.ca/can-fund-stats/>

---

## BE PART OF MY TEAM!

If you would like any further information regarding sponsorship opportunities, please contact me at [k.giesbrecht8@gmail.com](mailto:k.giesbrecht8@gmail.com). Sponsorship packages can be tailored to reflect our mutual needs.

### DONATION OPTION:

All donations are appreciated and are fully tax deductible (receipts will be issued). Please follow these simple steps:

1. Go to **ALPINE CANADA (MAF)** donation link.
2. Scroll down to **ATHLETE INFORMATION**.
3. Select **ATHLETE: CAST D: KENDRA GIESBRECHT (ALPINE | ALPIN)** > Select **RELATION TO ATHLETE**
4. Complete **GIFT INFORMATION, DONATION AMOUNT \$**
5. Complete **CONTACT INFORMATION** > **SUBMIT**

---

## THANK YOU!

A heartfelt thank you for your consideration. If you would like to schedule a meeting to discuss sponsorship details or would like more information, please do not hesitate to contact me. Without your generous support none of this is would be possible.

