



**SPONSORSHIP
PACKAGE
2019/20**

ABOUT THE TELEMARK NORDIC CLUB

The Telemark Nordic Club is a not-for-profit sport organization located in West Kelowna, BC dedicated to promoting cross-country skiing, biathlon and snowshoeing as part of a healthy active lifestyle. We operate the Telemark Nordic Centre as a XC skiing and snowshoeing facility for the whole of the central Okanagan. The Telemark Nordic Club relies on community support through dedicated volunteers and the sponsorship of local business.

OUR FACILITY

The Telemark Nordic Centre is an active place for winter recreation in the Central Okanagan and an important part of the community in West Kelowna, Kelowna and surrounding communities. The Club has 1,300 members who use the facility several times a year as well as over 13,000 day users, most of whom live nearby in West Kelowna and Kelowna. The Nordic Centre has 50km of xc ski trail, a cozy day lodge, equipment rentals and more. We also offer incredible snowshoeing with more than 50km of snowshoe trails. Snowshoeing has seen double digit growth in the last five years at Telemark.



OUR PROGRAMS

As part of Telemark's mission to promote health and 'Sport for Life', we offer programs and lessons for all ages and abilities. We are integrated with the Canadian national sport system.

TEAM TELEMAR YOUTH PROGRAM

The Team Telemark Youth Program is a nationally recognized skills development program for kids ages 3-12. It is our biggest program, with over 150 kids. The focus is on having fun, while teaching skills and technique. The program is coached by parents, so the entire family can get involved.



TEAM TELEMAR RACE PROGRAM

The Team Telemark Race Program is for those who want to ski fast. The program is taught by certified coaches and offers competitive opportunities. The Telemark Race Program is among the Top 10 programs in Canada.



TEAM TELEMAR BIATHLON PROGRAM

Biathlon is the most popular winter sport in Europe. Through the Team Telemark Biathlon Program, we are doing our part to promote the sport in Canada. Olympian Julia Ransom came through this program.





TEAM TELEMAR MASTER'S PROGRAM

Our programs are not just for kids; we also cater to an older audience. The Team Telemark Master's Program is for skiers of all abilities looking for an inspiring ski experience. This program is growing fast!

SPECIAL OLYMPICS PROGRAM

The Special Olympics Program is open to any person with a developmental disability. Telemark has one of the biggest programs in Canada and has produced medals winners at the Special Olympics.



LOCAL SCHOOL PROGRAM

The School Ski Program is available to all Central Okanagan schools grades 3-12. The program fosters a sense of fun and aims to hook students for life, bringing them back for more skiing. It fills up every year with over 1,600 students.



OUR EVENTS

BC CHAMPIONSHIPS

The Cross Country BC Championships bring cross-country skiers of all ages from across the province to compete against each other. We are expecting over 600 competitors and 300 parents and coaches at this event. It will be held on March 6-8, 2020.



KELOWNA APPLE LOPPET

“Loppet” is a Swedish word meaning “citizens’ race.” The Kelowna Apple Loppet is a fun race for everybody organized by the Telemark Nordic Club. Held annually, this event attracts 200 people from the ski community. This year, the Loppet will be held on January 11, 2020.



SKI LEAGUE FUNTASTIC DAYS

Ski League Funtastic Days are fun and inspiring events for kids who are part of the Team Telemark Youth Program. There are mini races and obstacle courses, where they can engage in some friendly competition. These days are typically held in January and March.



REACH OUT TO XC SKIERS AND SNOWSHOERS

The Telemark Nordic Club's dedication to fostering the sports of cross-country skiing, biathlon and snowshoeing has allowed the Club to become a centre for wintertime outdoor recreation and sport in the Central Okanagan.

Our facilities, programs and events bring together thousands of participants of all ages and skill levels. They are designed to appeal to people who want to better their skills and compete, or to families who just want a fun day out together.

Telemark Nordic Club sponsorship presents opportunities for your organization to **foster relationships** and **increase your exposure** within the community.

By becoming a Title Sponsor at a Telemark Nordic Club major event, you will receive province wide recognition of some of BC's finest cross-country skiers and gain exclusive access to these athletes for your organization's own promotional events.

You can begin investing in the future of your organization's reputation by **becoming a Telemark Nordic Club sponsor** today.

BENEFITS OF SPONSORSHIP:

- **Raise your public profile in the Central Okanagan**
- **Build your professional network within the sport community**
- **Promote your products, services and solutions at races and other community events**
 - **Support and promote a healthy and active community lifestyle**

YOUR SPONSORSHIP DOLLARS MAKE IT POSSIBLE FOR TELEMAR TO:

- **Host community events**
 - **Run youth programs**
- **Improve our facilities for everyone**

Are you looking for ways to unlock high-level brand exposure in the active sport community? Then look no further. Set yourself apart from the competition – become a Telemark Nordic Club sponsor.

SPONSORSHIP OPPORTUNITIES



Double Black Diamond Sponsor

\$7,500+

- i. Title sponsorship at the Cross Country BC Championships (March 6-8, 2020)
 - a. Title recognition on marketing and promotional material, as well as press releases relating to the event
 - b. Opportunity to exhibit at the event
- ii. Access to athletes for promotional events
- iii. The opportunity to host events such as demo days at Telemark Nordic Centre
- iv. 4 corporate season passes
- v. Logos on banners, our website, our team van, our warm-up and race suits, live results and race reports
- vi. The opportunity to exhibit at our events
- vii. Recognition as a Double Black Diamond Sponsor in our regular email that goes out to 1,300 members
- viii. A post thanking you for your generosity on our website, as well as each of our social media platforms (Facebook, Instagram, Twitter)



Black Diamond Sponsor

\$5,000-\$7499

- i. Partner sponsorship at the Cross Country BC Championships (March 6-8, 2020)
 - a. Recognition on marketing and promotional material relating to the event
 - b. Opportunity to exhibit at the event
- ii. 3 corporate season passes
- iii. Logos on banners, our website and our team van
- iv. A booth, tent or display at our events
- v. Recognition as a Black Diamond Sponsor in our regular email that goes out to 1,300 members

A post thanking you for your generosity on our website, as well as each of our social media platforms (Facebook, Instagram, Twitter)



Blue Square Sponsor

\$3,000-\$4999

- i. 2 corporate season passes
- ii. Logos on banners and our website
- iii. Recognition as a Blue Square Sponsor in our regular email that goes out to 1,300 members
- iv. A post thanking you for your generosity on our website, as well as each of our social media platforms (Facebook, Instagram, Twitter)



Green Circle Sponsor

\$1,000-\$2999

- i. 1 corporate season pass
- ii. Logos on banners and our website
- iii. Recognition as a Green Circle Sponsor in our regular email that goes out to 1,300 members
- iv. A post thanking you for your generosity on our website

Telemark Nordic Club will work closely with you to tailor any sponsorship to your needs.

- 1. Packages are generally for one year but multi-year partnerships are appreciated.
- 2. Sponsorship can be in the form of cash or in-kind contributions.
- 3. Sponsorship can be for a specific purpose or program within the Club.
- 4. We won't turn down any offers. Contact us!

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PAST SPONSORS

Through their organizations' investments in the Telemark Nordic Club, the following companies have forged and built new relationships, and positioned their brands in the minds of cross-country skiers all over BC. Thank you for your support.

