



**SPONSORSHIP
PACKAGE
2023/24**

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 support 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 had 1800 members in 2023 who used the facility and average of 13.5 times each. There were also more than 18,000 day use visits by people who mainly live nearby in the Central Okanagan. We have a 5500+ marketing email list through both our membership and Shopify platforms. 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 TELEMARK 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 200 kids. The focus is on having fun, while teaching skills and technique. The program is coached by parents, so the entire family can be involved.



TEAM TELEMARK RACE PROGRAM

The Team Telemark Race Program is for those who love to compete and 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 and has over 70 participants.



TEAM TELEMARK 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 our 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.

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 medal 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 2000 students.



OUR EVENTS

BC Track Attack Championships

The BC Championships bring young XC skiers ages 9-13yrs from around the province for a fun weekend of camaraderie and competition. We are expecting approximately 300 participants and another 300 parents, coaches and volunteers at this event. It will be held on Feb 24-25, 2024.



KELOWNA APPLE LOPPET

“Loppet” is a Swedish word meaning “citizens’ race.” The Kelowna Apple Loppet is a fun event for everybody organized by the Telemark Nordic Club. Held annually, this event attracts 200 people from the ski community. This season the Loppet will be held on March 9, 2024.



YOUTH PROGRAMS DAYS

Youth Programs “Funtastics” and “Racing Rocks” 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 together out in the snow.

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**
- **Reach Telemark membership and Shopify users through our 5500+ emailing list**

YOUR SPONSORSHIP DOLLARS MAKE IT POSSIBLE FOR TELEMARK 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+

1. Title sponsorship of the 2024 BC Track Attack Championships and Loppet Events.
 - a. Title recognition on marketing and promotional material, as well as press releases relating to the event
 - b. Opportunity to exhibit at the event
2. Access to race team athletes for promotional events
3. The opportunity to host events such as a staff team building day at Telemark Nordic Centre.
4. 4 corporate season flex passes
5. Logos on banners, our website, live results and race reports
6. Logos on the Team van or race clothing - Available with multi year sponsorships.
7. The opportunity to exhibit at our events
8. Recognition as a Double Black Diamond Sponsor in our regular email that goes out to our 5500+ email list
9. A post thanking you for your sponsorship and generosity on our website, as well as each of our social media platforms (Facebook, Instagram, X)
10. Other specific properties available.



Black Diamond Sponsor

\$5,000-\$7499

1. Partner sponsorship of the 2024 BC Track Attack Championships and Loppet Event
 - a. Recognition on marketing and promotional material relating to the event
 - b. Opportunity to exhibit at the event
2. Up to 3 corporate season flex passes
3. Logos on banners, our website and our team van
4. A booth, tent or display at our events
5. Recognition as a Black Diamond Sponsor in our regular email that goes out to our 5500+ email list.
6. A post thanking you for your generosity on our website, as well as each of our social media platforms (Facebook, Instagram, X)
7. Other Specific properties available.



Blue Square Sponsor

\$3,000-\$4999

1. 2 corporate season flex passes
2. Logos on banners and our website
3. Recognition as a Blue Square Sponsor in our regular email that goes out to our 5550+ email list
4. A post thanking you for your generosity on our website, as well as each of our social media platforms (Facebook, Instagram, X)
5. Other Specific properties available



Green Circle Sponsor

\$1,000-\$2999

1. 1 corporate season flex pass
2. Logos on banners and our website
3. Recognition as a Green Circle Sponsor in our regular email that goes out to our 5500+ email list
4. A post thanking you for your generosity on our website
5. Other specific properties available.

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. Some properties like the team van or race clothing are only available with multi-year sponsorships.
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. Please contact us!

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PAST and PRESENT SPONSORS

Through their investment in the Telemark Nordic Club the following are some of our partner organizations that have built relationships and positioned their brands in the minds of cross-country skiers all over BC. Thank you for your support.



Teck



viaSPORT
BRITISH COLUMBIA



WESTBANK
FIRST NATION

