



**telemark**  
NORDIC

*Come out and play!*

**SPONSORSHIP  
PACKAGE  
2026/27**

# ABOUT THE TELEMARK NORDIC CLUB

The Telemark Nordic Club is a volunteer based not-for-profit organization located in West Kelowna, BC dedicated to promoting cross-country skiing, biathlon and snowshoeing for both sport and recreation 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 typically has 1500 members who use the facility an average of 13.5 times each season. There are also an average of more than 17,000 day use visits each season by people who mainly live nearby in the Central Okanagan. We have a 5,500+ marketing email list through both our membership and Shopify platforms. The Nordic Centre has 50km of expertly groomed xc ski trails, a cozy day lodge, indoor heated washrooms, equipment rentals, snacks and more. We also offer incredible snowshoeing with more than 50km of snowshoe trails.



## 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 200 kids annually. 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 TELEMAR YOUTH COMPETITIVE PROGRAM



The Team Telemark Youth Competitive 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 60 participants annually.

### 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 our program. The Biathlon Program is integrated with the Race Program.



## SMOOTH CRUISERS PROGRAM



Our programs are not just for kids; we also cater to an older audience. The Smooth Cruisers adult 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 including multiple medal winner Francis Stanley who has been integrated with our Race program.



## LOCAL SCHOOL PROGRAM

The “Ski S’Kool” Program is available to all Central Okanagan schools, grades 4-12. 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

### Teck BC Championships

The Teck BC Championships brings young XC skiers from around the province for a fun weekend of camaraderie and competition. We expect approximately 600 participants and another 500 parents, coaches and volunteers at this event. It will be held on March 5-7, 2027.



### Telemark Friends & Family LOPPET

“Loppet” is a Swedish word meaning “citizens’ race. Our Loppet is a fun event for everybody. Held annually, this event attracts 250 people from the ski community. This season the Loppet will be held on Sunday March 14, 2027.



### Biathlon BC U13 Championships

Biathlon BC has chosen Telemark to host this great event for developing young biathletes on an ongoing basis. There are up to 100 young Biathletes from around BC at this event. This year’s event will be held Jan 23-24 2027.



# 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+ email list**

## **YOUR SPONSORSHIP DOLLARS MAKE IT POSSIBLE FOR TELEMAR TO:**

- **Host community events**
  - **Run youth programs**
- **Improve our facilities for everyone**
- **Keep our prices affordable for all**

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 2027 Teck BC 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 2027 Teck BC Championships and Loppet Events.
  - 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 possible. 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.



Fairfield<sup>®</sup>  
BY MARRIOTT

TOWNEPLACE  
SUITES<sup>®</sup>  
MARRIOTT

NESTERS  MARKET

save  on foods

 WESTBANK  
FIRST NATION

 OVER  
THE  TOP  
Racks + Accessories

  
*waterfront*  
restaurant

*Apero*  
CREATIVE DEVELOPMENT

BMO   

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**Private Wealth**

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**VOR**  
**BUILDERS**

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Bishops  
REALTY INC

Residential + Commercial  
Property Management