

# 2008



## Partnership Opportunities



**Bold Tracks. New Adventures.**

**CALOC**

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# Bold Tracks. New Adventures.

## 2008 EVENT SPONSORSHIP OPPORTUNITY



The Callaghan Valley Local Organizing Committee (CALOC) is proud to host the 2008 Canadian National Championships and to partner with the Vancouver Olympic Committee (VANOC) for the 2009 World Cup Competitions in the Nordic Disciplines of Cross Country, Biathlon, Ski Jumping and Nordic Combined, in the newly constructed, Olympic Nordic Venue in Callaghan Valley.

Over 10,000 athletes, coaches, officials, sponsors and spectators will visit the newly opened venue in Callaghan Valley in the next two years to compete at the National Championships and for the right to represent Canada in their chosen sport.

Jan 2 – 5	Canadian <b>National</b> Championships/ North American Juniors <b>Ski Jumping</b> and <b>Nordic Combined</b>
Jan 19-20	BC Cup Cross Country
Feb 27-28	FIS Cup Ski Jumping
Feb 29- Mar 2	Continental Cup Ski Jumping
March 16-23	Canadian <b>National</b> Championships <b>Cross Country</b>
March 25-30	Canadian <b>National</b> Championships <b>Biathlon</b>

Be part of our Canadian athlete's journey as they compete, excel and triumph with a shared dream of returning to the Callaghan Valley to represent their country in 2010 in the Winter Olympics and Paralympic Games.



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## Projected attendance

An estimated 5000 people will attend the 2008 events along with 500 volunteers and 1500 athletes and athlete support staff.

The events will draw people of all ages who will be given a rare opportunity to preview the best athletes in the nation and eventually the world competing for the first time at this venue that has been designed for the Olympic Games.



## Age profile of Cross Country vs. Alpine Skiers (from Cross Country Canada)

The majority of Alpine Skiers (46%) are between the ages of 12-24 dropping to 16.9% in the 25-35 career/nesting age, and rising again to 25% when people bring out their children to ski from 35-49 years of age. Then the numbers drop to 11.5% over 50 years of age.

The opposite is true of the Cross Country Skier. The higher number of Nordic Skiers are found in the over 35 crowd, who represent 56% of these skiers. There are also strong numbers of skiers in their senior years.

The majority of Canadian cross country skiers (62%) have more than \$50,000 in household income, and 80% own their own dwellings. 54% are employed full time and 15% part time. In 2000 cross country skiers were among the best educated of all Canadian participants in winter snow sports. With the large numbers of active aging boomers Nordic skiing is forecast to continue to show significant growth.



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The Callaghan Valley Olympic Venue will offer an exciting new Nordic destination accessible to the local Vancouver and Washington markets. Nordic skiing's extreme popularity in Europe will result in many Europeans following this season's competitions and viewing the venue via television highlight packages. This season will be the catalyst for the marketing of the Callaghan Nordic Centre as a tourist destination to the world.

## **Nordic sports fast facts**

- Have a rich history of exploration and adventure.
- Appreciate and respect nature and the environment.
- Are geared to all fitness levels and provide a host of healthy benefits.
- Are environmentally sustainable.
- Cross-country skiing is the fastest growing sport with baby boomers.
- Provides fantastic role models for young fans.
- Allows athletes to connect with nature.
- Are relatively inexpensive to participate in
- Promote healthy lifestyles and family values





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## Partnership Programs

CALOC has identified your company as a preferred potential partner of these upcoming events in 2008 and 2009 knowing that your sponsorship dollars will be significantly leveraged with the attention the Callaghan is sure to receive up to and including 2010.

Partnership Opportunities Callaghan Valley Nordic Training Events Jan 2nd - Mar 30th 2008	Title	Gold	Silver	Bronze
Dollar Value (\$,000's)	100	50	25	10
Name on Title of Event or Presenting	◆			
*100,000 Media Buy (TV, Radio, Print)	◆	◆	◆	◆
Company Logo on Race Bibs	◆			
Company Logo on Rifle Sticker	◆			
Company Logo on Target Signs 1,3,5	◆			
Company Logo Banners Over Targets	◆	◆	◆	
Company Logo on Event Letterhead	◆	◆		
Company Logo on Volunteer Uniforms	◆			
Company Logo on Event trophies/medals	◆	◆		
Company Logo on lane numbers (photos)	◆	◆		
Company Logo on Target Signs 2,4,6	◆	◆		
Company Logo on Start & Finish Signs	◆	◆		
Company Logo Official Invitation Cover	◆	◆	◆	
Company Logo on Results Cover	◆			
Company Logo on Event trophies/medals	◆	◆		
Company Logo on Outrun banners	◆	◆	◆	
Company Logo on Landing Hill Graphics	◆	◆	◆	
Company Logo on Outrun Graphics	◆	◆	◆	
Company Logo on Volunteer Newsletter	◆	◆	◆	◆
Company Logo on Spectator Guide Cover	◆	◆	◆	◆
Company Logo on Daily Newsletter	◆	◆	◆	◆
Company Logo on Event Website	◆	◆	◆	◆
Cultural Sponsorship Opportunities	◆	◆	◆	◆
Arts Festival Sponsorship Opportunities	◆	◆	◆	◆
VIP Tickets Events preferred viewing	◆	◆	◆	◆
VIP Tickets to Lounge	◆	◆	◆	◆



## **Bold Tracks. New Adventures.**

With the enthusiastic commitment of our media sponsors to date CALOC is assured that the 2008 Nordic competition season will be well promoted and attended by spectators. The present media package is worth over \$100,000 and will increase incrementally in direct relationship to the partnership dollars we raise. This media commitment will ensure we have print, radio and television coverage prior to and during the events from Whistler to the lower mainland.

You can be a title sponsor of the events with national exposure. You may want to target the regional and local markets. We have endless opportunities to participate at various levels so we can tailor a unique partnership that suits your business and audience. 2008 Sponsors will be priority in 2009 with the World Cup events in the Callaghan.



**CALOC invites you to share bold tracks and new adventures in the Callaghan with us this winter!**

**CONTACT:**

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**Visit our website at [www.boldtracks.com](http://www.boldtracks.com) for more information.**

\*(Published by the Canadian Ski Council – Facts & Stats 2004)