

2015/2016 Sponsorship Program



DEVELOPING *RACERS*



DEVELOPING PEOPLE



DEVELOPING ATHLETES



DEVELOPING SKIERS





FOR MORE INFORMATION, PLEASE CONTACT:

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Grouse Tyee Ski Club

Canada is a northern country with cold and snowy winters, and is well known for its prowess in winter sports as a result. Ski racing is a big part of the national identity, and Canadians are regularly on the podium at World Cup and Olympic events.

GROUSE TYEE SKI CLUB

Ski racing is expensive and most athletes need financial support to participate in this very competitive sport. The Grouse Tyee Ski Club has been developing athletes, skiers, racers and people since 1929, making the club one of the oldest clubs in the country!

GROUSE TYEE PROGRAMS

The club depends on generous sponsors to help put on great programs for kids as young as five, until they graduate from the Vancouver Ski Team around age 18. One of our alumni, Georgia Simmerling, was at the 2014 Olympic Games in Sochi, Russia, and although she didn't get through at that event, she was on the podium several times last season in ski cross!





GROUSE TYEE FAMILIES

Our club consists of families from Langley to Squamish, with many from Vancouver and the North Shore. Club culture requires all families to put in several days volunteering at our races, in our club cabin kitchen and assisting in other capacities where needed.

As the kids progress up through the age groups from U8, U10, U12, U14, U16 to U18 (also known as the Vancouver Ski Team), the demands on the athletes and their families becomes more and more onerous. There are many out-of-town races, which require travel, accommodation, and race and coach fees. Often the kids miss school and have to keep up with their curriculum on the road!

GROUSE TYEE RACING

As of 2014, the club has worked with Grouse Mountain to develop the new Grouse Tyee Race Centre, to help our athletes ski on a more technical run with lighting for night training. This will also allow the club to host more high-profile races, which will provide sponsors with more exposure and touch points (if desired). This is a multi-year endeavor and requires large contributions from the club and Grouse Mountain.

Our four sponsorship levels give sponsors the opportunity to support the Grouse Tyee Ski Club based on their needs – Platinum, Gold, Silver and Bronze. On the following pages is our powerful and integrated platform to brand both the sponsor and the Grouse Tyee Ski Club.





BENEFITS OF BECOMING A

Platinum Sponsor

- Recognition on all Grouse Tyee signage (including all community outreach events)
- Corporate logo and tag line on new team ski jackets
- Logo on posters in clubhouse
- Sponsor's banners at events
- Logo and link on Grouse Tyee's home and sponsorship page
- Logo placed on all Grouse Tyee correspondence
- Sponsor mentioned on Grouse Tyee's Facebook and Twitter page throughout the year
- Once signed on, a special news item posted to the Grouse Tyee home page with logo and link
- Special offers the sponsor is running will be posted to Grouse Tyee website and emailed to membership throughout the year
- Images and video from the team will be provided "royalty free" for sponsor to use
- 25 complimentary Grouse Mountain Ski Day Tickets (\$1,200 approximate value)

PLATINUM SPONSORS MAKE A \$10,000 CONTRIBUTION





BENEFITS OF BECOMING A

Gold Sponsor

- Recognition on all Grouse Tyee signage (including all community outreach events)
- Corporate logo and tag line on new team ski jackets
- Logo on posters in clubhouse.
- Logo and link featured on Grouse Tyee's homepage and sponsorship page as a Gold Sponsor
- Logo placed on Grouse Tyee correspondence
- Sponsor mentioned on Grouse Tyee's Facebook and Twitter page throughout the year
- Once signed on, a special news item posted to the Grouse Tyee home page with logo and link
- Special offers the sponsor is running will be posted to Grouse Tyee website and emailed to membership throughout the year
- 15 complimentary Grouse Mountain Ski Day Tickets (\$900 approximate value)

GOLD SPONSORS MAKE A \$5,000 CONTRIBUTION





BENEFITS OF BECOMING A

Silver Sponsor

- Recognition on all Grouse Tyee signage (including all community outreach events).
- Corporate logo and tag line on new team ski jackets
- Logo on posters in clubhouse
- Logo with link featured on Grouse Tyee's sponsorship page and team site as a Silver Sponsor.
- Logo placed on Grouse Tyee correspondence
- Once signed on, a special news item posted to the Grouse Tyee home page with logo and link
- Special offers the sponsor is running will be posted to Grouse Tyee website and emailed to membership throughout the year
- 7 complimentary Grouse Mountain Ski Day Tickets (\$600 approximate value)

SILVER SPONSORS MAKE A \$3,000 CONTRIBUTION





BENEFITS OF BECOMING A

Bronze Sponsor

- Recognition on all Grouse Tyee signage (including all community outreach events)
- Logo on posters in clubhouse
- Logo with link featured on Grouse Tyee's sponsorship page as a Bronze Sponsor
- Logo placed on Grouse Tyee correspondence
- Once signed on, a special news item posted to the Grouse Tyee home page with logo and link
- 5 complimentary Grouse Mountain Ski Day Tickets (\$350 approximate value)

BRONZE SPONSORS MAKE A \$1,000 CONTRIBUTION



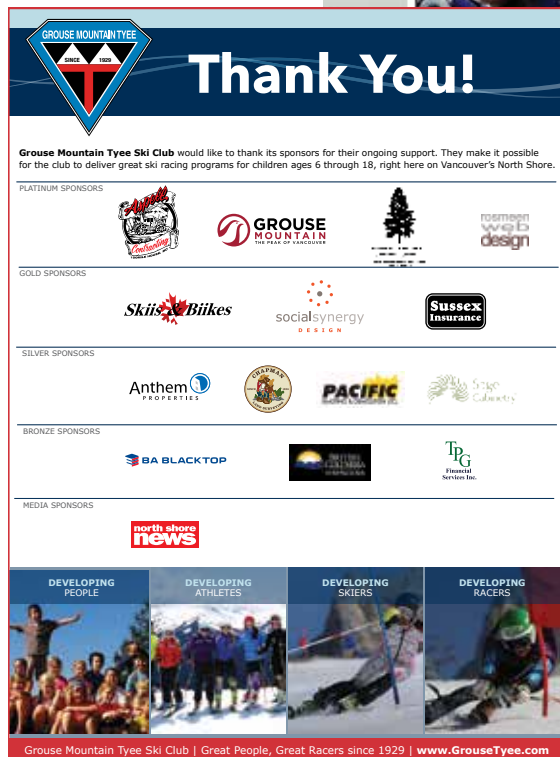
Grouse Tyee Ski Club can also customize each Sponsorship Level based on potential sponsor needs. For more information, please contact:

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Sponsor Logos displayed on a rotating basis on our homepage.

Sponsor logo and tagline on Team Jackets.

Sponsor Logos on posters in the clubhouse.





Sponsorship Opportunities 2015/2016

SPONSORSHIP LEVEL	PLATINUM \$10,000	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,000
SPONSOR PROFILE				
Recognition on club signage, including at community events	✓	✓	✓	✓
Corporate logo and tagline on new team ski jackets	✓	✓	✓	—
Logo on posters in the Tyee club cabin	✓	✓	✓	✓
Sponsor's banners at Tyee club events	✓	✓	—	—
Logo placed on all Tyee club correspondence	✓	✓	✓	✓
Distribution of stickers to Tyee athletes and family members, and other guests at Tyee events	✓	✓	✓	✓
WEBSITE PROMINENCE				
Logo and link featured on club's website homepage and sponsorship page, listed at sponsorship level	✓	✓	✓	✓
Social media promotion	✓	✓	—	—
Once signed on, a special news item posted on the club's website homepage, with logo and link	✓	✓	✓	✓
Special offers sponsor is running posted to club website homepage and e-mailed to membership during the year	✓	✓	✓	—
Team images and video will be provided "royalty free" for sponsors to use	✓	—	—	—
COMPLIMENTARY SKI TICKETS				
15 complimentary Grouse Mountain ski day tickets (\$1,200 approximate value)	✓	—	—	—
10 complimentary Grouse Mountain ski day tickets (\$900 approximate value)	—	✓	—	—
7 complimentary Grouse Mountain ski day tickets (\$600 approximate value)	—	—	✓	—
5 complimentary Grouse Mountain ski day tickets (\$350 approximate value)	—	—	—	✓



Race Sponsorship Opportunities

OPPORTUNITY	SPONSOR AMOUNT
Tyee Cup Title Sponsor	PRICELESS
Tyee Cup Trophy	\$ 400
Race Bibs \$20 per bib x 175 bibs <i>Sponsor Logo, Tyee Logo and Grouse Logo</i> <i>Can be used for Club Races and the Tyee Cup</i>	\$3,500
Gate Panels \$20 per panel x 60 panels <i>Sponsor Logo, Tyee Logo and Grouse Logo</i>	\$1,200
Gates \$45 per gate x 100 gates <i>Sponsor Logo, Tyee Logo and Grouse Logo</i>	\$4,500
Salt 200 +bags x \$10 per bag	\$2,000
C-Net 10 rolls x \$170 per roll	\$1,700
Start Tent with Sponsor Logo	\$ 700
Timing Display	\$4,000
Backup Timer	\$3,500
Wireless Timing System	\$3,500
Radios \$200 per radio x 20 radios	\$4,000
Aluminum Tent 10x10 fully printed top and on sides.	\$1,300



Grouse Mountain Tyee Ski Club
6400 Nancy Greene Way
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