



# PARTNERSHIP CONCEPT

AUTOMOTIVE SPONSORSHIP OPPORTUNITY

# CONQUERING MOUNTAINS



On behalf of BC Alpine, I am reaching out to automotive brands, groups and dealers, with a unique sponsorship opportunity to partner with one of the top ranked sports associations in British Columbia.

We are currently seeking an in-kind arrangement to support a large-scale raffle to raise funds for ski racers and clubs in the province.

We offer significant exposure and activation opportunities, particularly through our entry level ski race series which includes over 3,000 young skiers age 5-11 in nearly all ski communities across BC. Last season, we raised \$165,000 in the "Driven to Win" lottery, which was a great success ... however, with operating costs exceeding \$150K, in large part due to the purchase of the grand prize item, a Porsche Cayenne. We are now seeking an automotive partner to gift a vehicle for use in the raffle, in exchange for significant marketing and sponsorship value, which we present in the following pages. The raffle will be marketed in all our ski racing communities in BC.

As a not-for-profit provincial sport organization, we rely on the support of sponsors and partners, and have a proven track record to provide exceptional ROI, as seen in the long-time support and commitment from all of our partners. Once again, I look forward to speaking with you to discuss this further.

Regards,

**Anders Hestdalen**  
CEO, BC Alpine

**Cell:** (604) 612-0633

**Email:** [AndersH@bcalpine.com](mailto:AndersH@bcalpine.com)



# PARTNERSHIP OPPORTUNITY

We are seeking an in-kind arrangement with an automotive partner to support a large-scale raffle which is raising funds for ski racers in British Columbia.

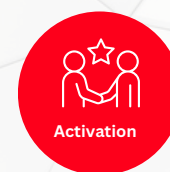
## CONCEPT & BENEFITS:

- Official Automotive Partner of BC Alpine & Title rights for the raffle lottery
- Naming rights for the provincial-wide entry level program (NGSL) & race series
- Event Opportunities:
  - 20 events across BC at all major resorts
  - On-hill branding
  - Event activation
  - Race bib and race course branding
- BC Ski Team
  - Logo on athlete uniforms
  - Branding on BCST vehicles
- Other benefits:
  - Promotion via Fast Track magazine
  - Social Media marketing & content
  - Regional media exposure & coverage





# PARTNERSHIP ACTIVATION



## ON-HILL SIGNAGE



## RACE SERIES



## ENTRY LEVEL SPONSOR



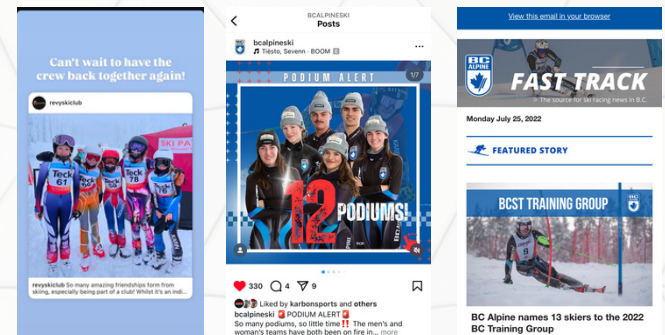
## UNIFORM BRANDING



## EQUIPMENT BRANDING



## SOCIAL MEDIA & DIGITAL CONTENT





# PARTNERSHIP PROPOSAL

## Proposed terms

- Minimum three (3) year partnership:
- Year 1 – one vehicle (min. \$70K value) and \$35K for investment in branded race event equipment to use across BC
  - Year 2 – vehicle (min. \$70K value) + \$10K
  - Year 3 – vehicle (min. \$70K value) + \$10K





# REACH & IMPRESSIONS

“DRIVEN TO WIN”: 2024 REPORT

3.25 M

ADVERTISING IMPRESSIONS

900+ K

EDITORIAL IMPRESSIONS

80%

TICKET PURCHASERS SAID THE  
GRAND PRIZE WAS “EXCITING”  
AND THEY’D PURCHASE AGAIN

10+

DISTRIBUTION PARTNERS





# REACH & IMPRESSIONS

## “DRIVEN TO WIN”: 2024 REPORT



### Stats from 2024:

- \$145,344 in ticket sales
- April 2024 to June 15, 2024 (74 days)



### Prizing 2024:

- 2024 Porsche Cayenne – \$126,000
- Silver bar Wheaton Precious Metals – \$3,052
- Rossignol skis – \$1,000
- BC Ski Team kit – \$1,050



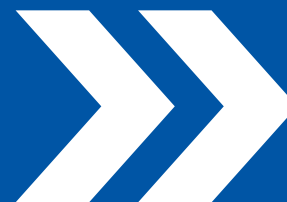
### Partners:

- BC Lottery Corporation
- Trellis (digital raffle platform)
- Dilawri Group / Porsche Vancouver
- Waypoint Insurance (insurance provider)
- Silver Wheaton (silver bar prize)
- Rossignol (skis)
- Fresh Air Productions (content)
- Kimbo Design (paid advertising)
- Trove Luxury Autos





# ABOUT BC ALPINE





# VISION

Inspire skiers for life and develop world-class athletes.

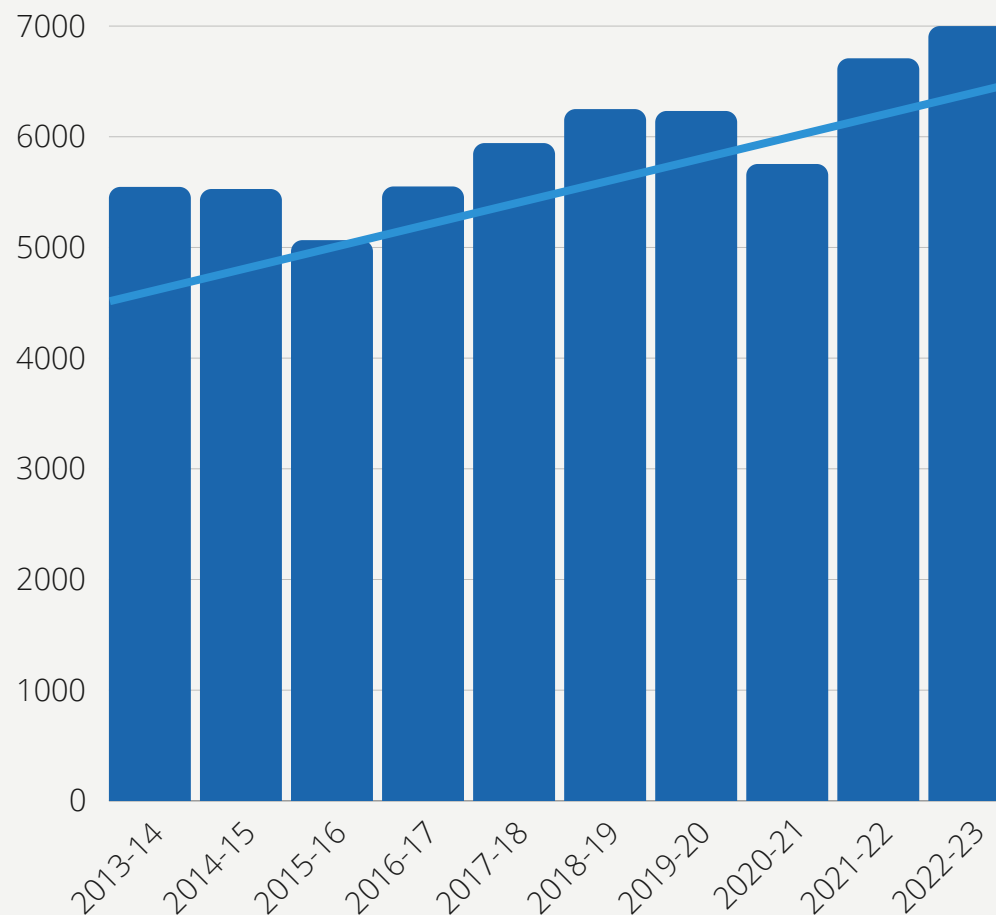
# MISSION

To lead and govern the sport of alpine ski racing in BC, to provide leadership and structure for our clubs to deliver high quality, sustainable and affordable programming and to communicate the competitive, recreational and lifestyle benefits of ski racing to the community.



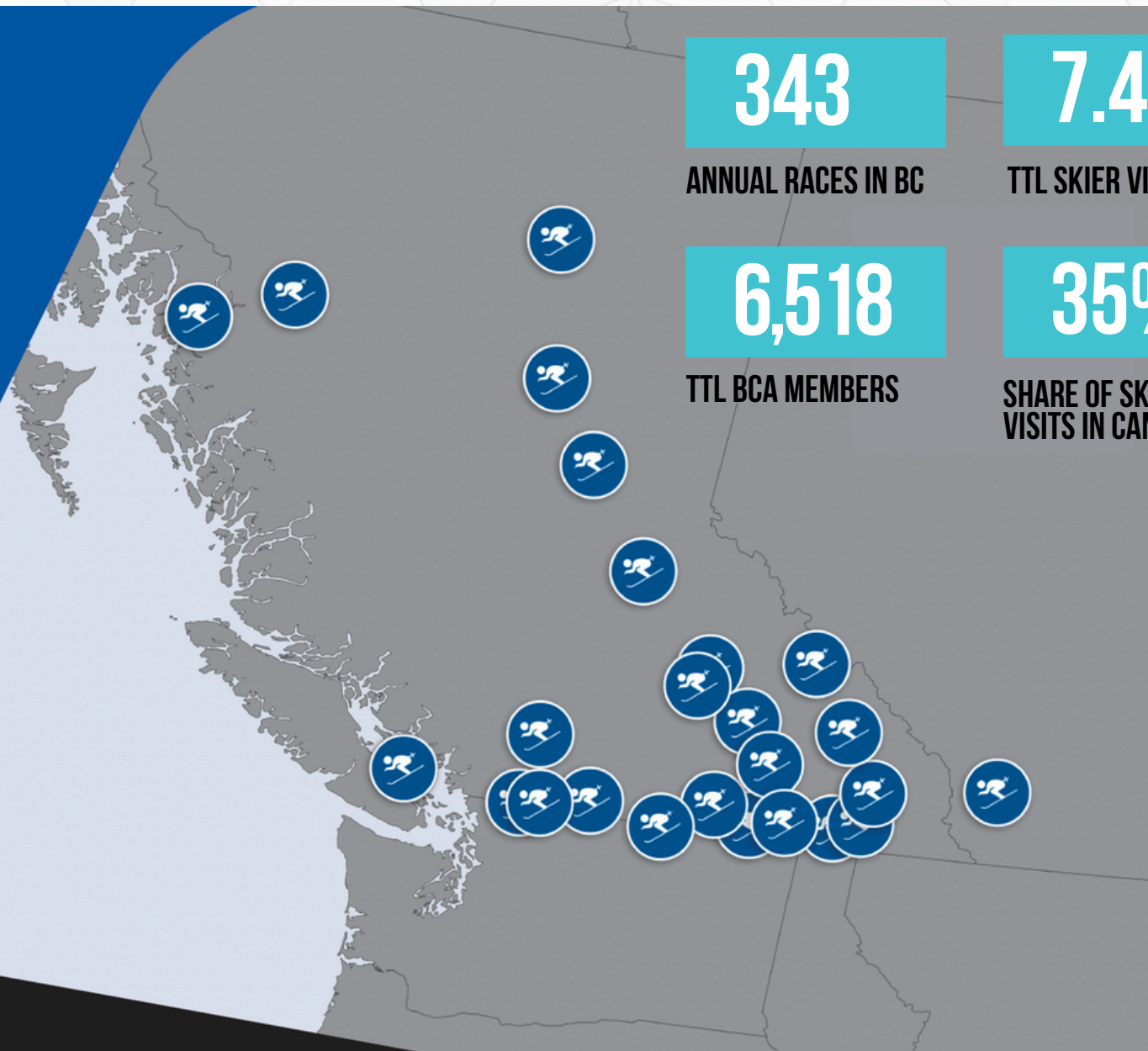
# MEMBERSHIP

The BC Alpine membership has shown steady growth over the past 10+ years. We are a stable, reliable and progressive sports association.



# WHERE IS BC ALPINE?

33 clubs in ski  
communities  
throughout BC



343

ANNUAL RACES IN BC

7.4M

TTL SKIER VISITS IN BC

6,518

TTL BCA MEMBERS

35%

SHARE OF SKIER  
VISITS IN CANADA



# KEY STATS

Below are some marquee statistics outlining the position of BC Alpine over the past 10 years



33%

BC skiers on  
national team



90%

Ski resorts in BC  
with a BCA club



83%

Growth of Entry  
Level program



75%

BC club capacity to  
host a zone or  
provincial ski race



# SKI PROGRAMS

## NANCY GREENE SKI LEAGUE (AGE 4-11)

The Nancy Greene Ski League introduces thousands of children to alpine racing each ski season. Many of Canada's top skiers received their early training in Nancy Greene Ski League programs (NGSL). The program introduces children to basic ski techniques and skills, safety rules and teamwork, as well as the enjoyment of the sport and the mountain environment.

## TECK U14 (UNDER 14)

Sponsored by Teck Resources, the U14 series transitions skiers from the Learn to Train to the Learn to Race stages of the Athlete Development Model, designed to give young racers an opportunity to develop their racing and skiing skills and progress according with their ability. Emphasis is placed on providing strong coaches so that these young racers receive a strong technical foundation from which to progress to higher levels.

## TECK U16 (UNDER 16)

Sponsored by Teck Resources, the U16 series prepares skiers to perform in the Learn to Race stage and are introduced to more intensive training and competition. The program provides a competitive series for 14-15 years, with benchmarking at the CanAm level allowing them to test their skills against their peers at a regional level, while developing physical, mental skills, technical and tactical skills.

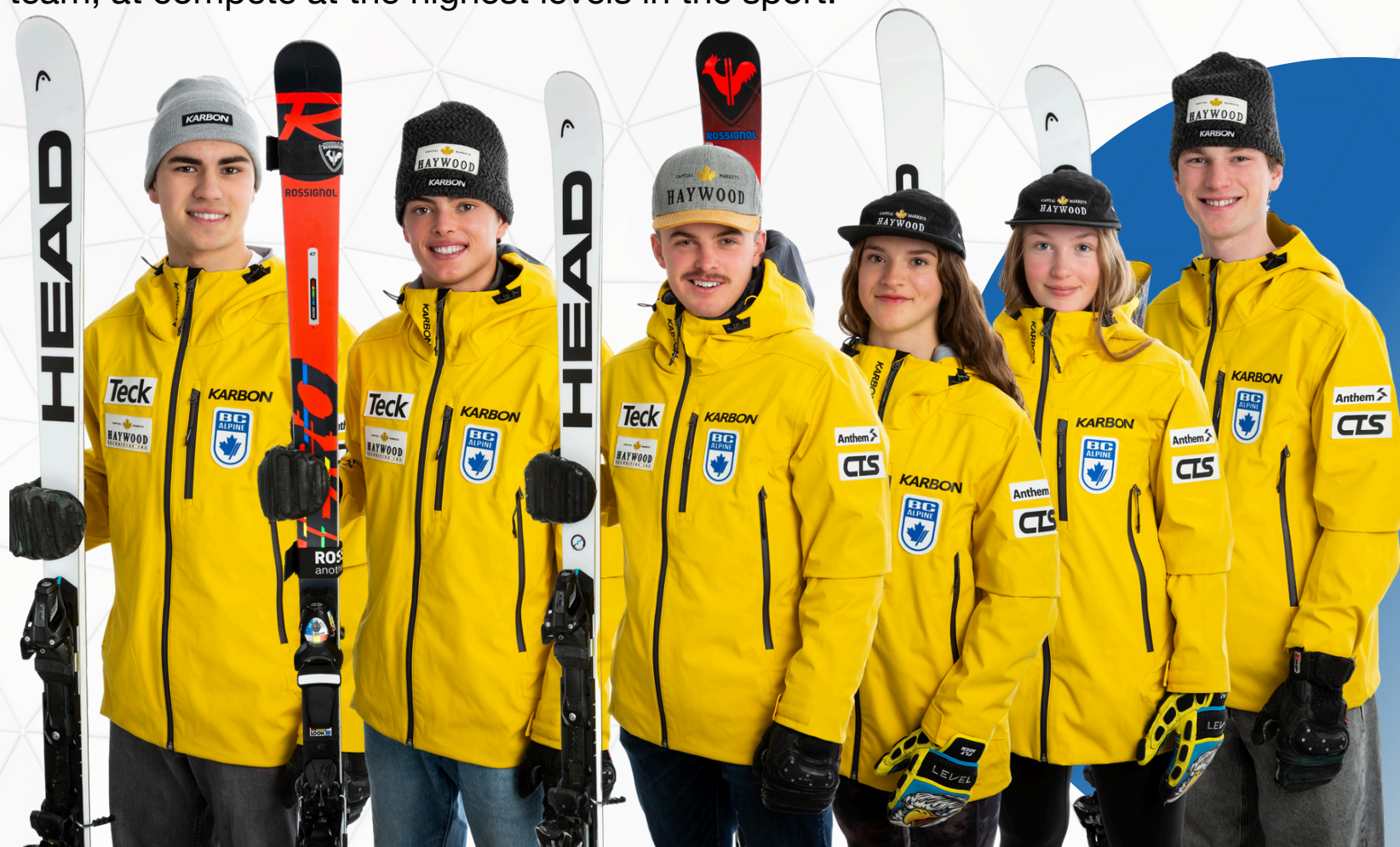
## INTERNATIONAL SKI FEDERATION (UNDER 19)

The U19 series involves racing in the BC Cup Series and is designed to advance skiers to the high performance stages of the sport. Training programs provide a progression from the Learn to Race & Train to Race phases of the Long Term Skier Development Model and offer intensive technical, tactical, physical, and mental training in order to prepare athletes to compete at this level.



# BC SKI TEAM

The mission for the BC Ski Team is to provide the foundation for athletes to ultimately win at the World Cup level. BC Alpine has a rich and successful history of developing ski racers who move on to compete with the national ski team, at compete at the highest levels in the sport.





# STRATEGIC PLAN

The 2024 ski season was Year 1 of the BC Alpine Strategic Plan. The plan includes a detailed priority list directed towards four key objectives: Increase awareness, improve education, increase athletic excellence and increase the financial viability.

Operationally, all initiatives point back to those four goals.



[STRATEGIC PLAN  
DOWNLOAD](#)

## STRATEGIC PLAN

2023-2028



### OBJECTIVES



**Increase  
Awareness**



**Improve  
Education**



**Increase Athletic  
Excellence**



**Increase  
Financial Viability**

**VISION:** Inspire skiers for life and develop world-class athletes.

**MISSION:** To support the BC Alpine ski community with a structured, open and safe sport environment that empowers each member to become the best version of themselves, one turn at a time.

### VALUES

- COLLABORATION
- EXCELLENCE
- RESPONSIBILITY
- FUN
- PASSION
- SAFETY



# THE BC ALPINE FAMILY

## PARTNERS

### TECK

U14 & U16 Title Sponsor

### KARBON

Official clothing supplier for BC Alpine & the BC Ski Team

### HAYWOOD

BC Ski Team Head Sponsor

### ANTHEM

BC Ski Team Sponsor

### CTS

BC Ski Team Sponsor

### GREG GARDNER GMC

Official Vehicle Supplier for BC Ski Team

### LE BENT

Base layer Supplier for the BC Ski Team and BC Alpine

Teck

CAPITAL  MARKETS  
HAYWOOD

KARBON

CLS

Anthem 

viaSPORT  
ACCREDITED 2023

 BRITISH  
COLUMBIA

Greg Gardner  
 CHEVROLET · GMC  
BUICK · CORVETTE  
Spokane, BC

LÉ BENT

 LEVEL

Century  
Real Estate Ltd.

Canada Wide  
Communications (1981) Corp.

 WORLD CUP SUPPLY

 invicta  
★★★★ SINCE 1961 ★★★★★