



BC ALPINE SKI ASSOCIATION

2025-26 SEASON



CONQUERING MOUNTAINS



Thank you for connecting with BC Alpine and for your interest in learning more about who we are and how we can support your business objectives.

As one of British Columbia's leading sport organizations, BC Alpine offers meaningful exposure and activation opportunities across the province. A key driver of this reach is our entry-level ski racing program, which engages more than 3,000 young skiers aged 5-11 and their families in nearly every ski community in B.C.

Our partners consistently see strong return on investment, reflected in the long-standing relationships and continued commitment of many respected brands. Through strategic alignment, community engagement, and authentic storytelling, we connect businesses with a passionate and loyal audience.

This presentation outlines how BC Alpine delivers measurable value to a wide range of partners. I look forward to discussing how we can create a customized partnership that aligns with your goals.

Regards,

Anders Hestdalen
CEO, BC Alpine

Cell: (604) 612-0633
Email: AndersH@bcalpine.com



KEY STATS

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

32 ACTIVE SKI CLUBS

6K ACTIVE MEMBERS

300 RACES PER SEASON

30+ HOST RESORTS IN BC

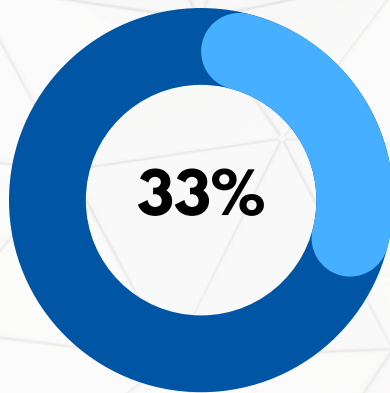
35% BC SKIERS ON NATIONAL TEAM

25% MEMBERSHIP GROWTH

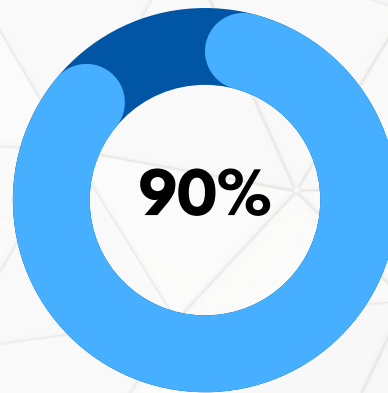


KEY STATS

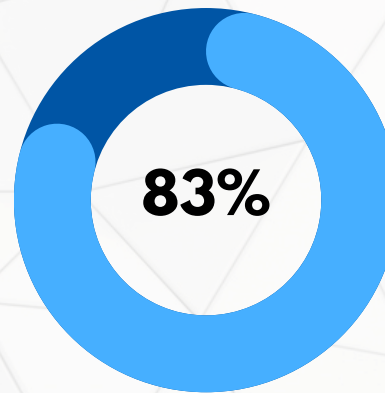
Below are some marquee statistics outlining the position of BC Alpine over the past 10 years



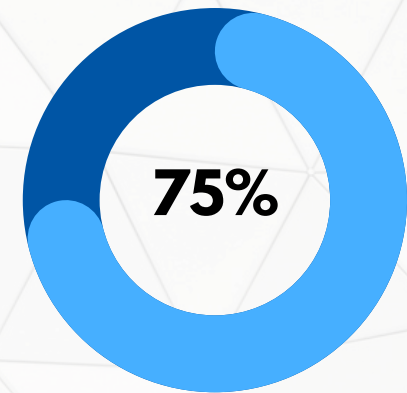
BC skiers on national team



Ski resorts in BC with a BCA club



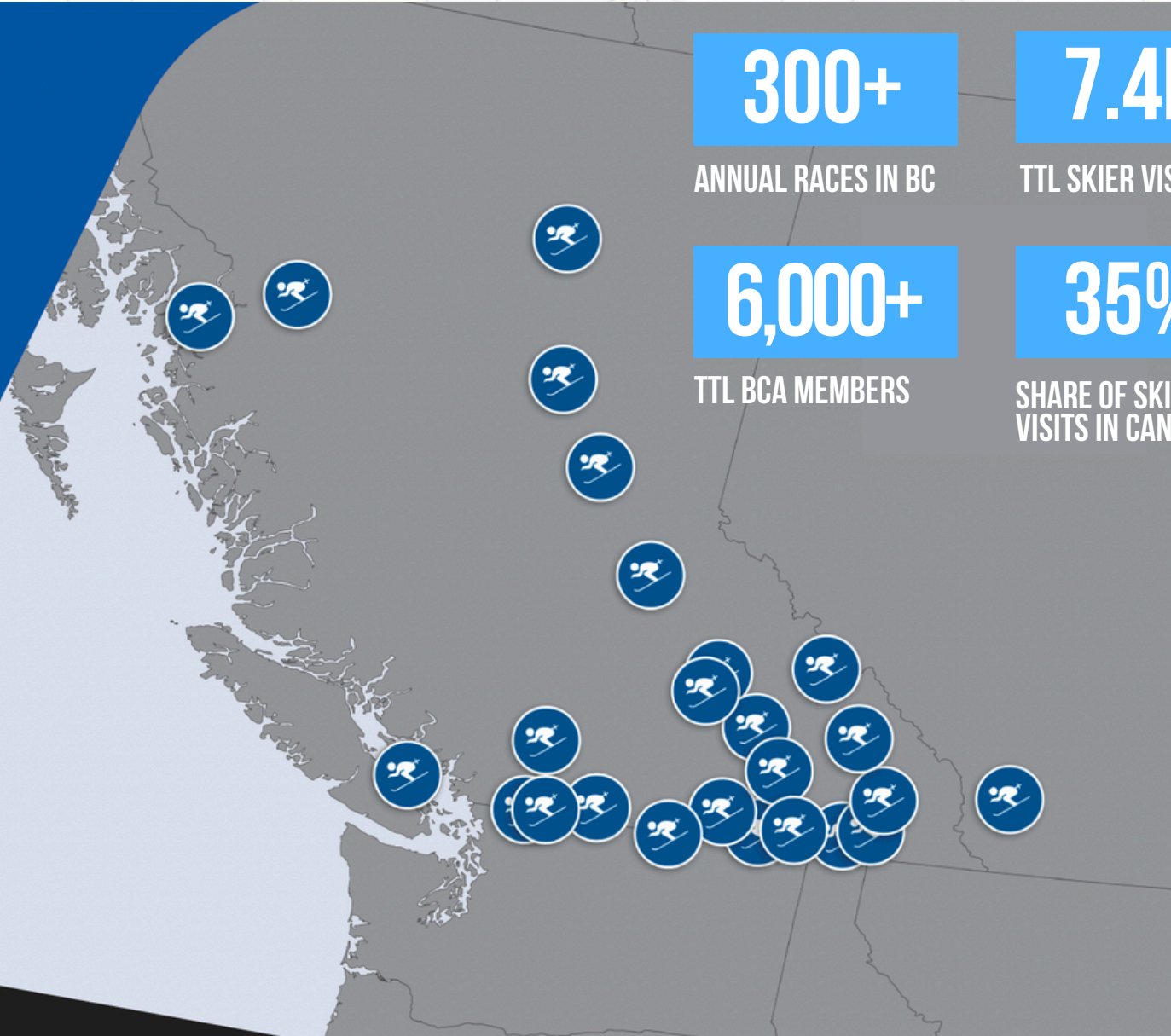
Growth of Entry Level program



BC club capacity to host a zone or provincial ski race

WHERE IS BC ALPINE?

33 clubs in ski communities throughout BC



300+

ANNUAL RACES IN BC

7.4M

TTL SKIER VISITS IN BC

6,000+

TTL BCA MEMBERS

35%

SHARE OF SKIER VISITS IN CANADA



SKI PROGRAMS & PROPERTIES

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 of the BC Ski Team is to provide a foundation for athletes to ultimately succeed at the World Cup level. BC Alpine has a strong history of developing ski racers who progress to the national team and compete at the highest levels of the sport.





STRATEGIC PLAN

The 2025-26 ski season is Year 4 of the BC Alpine Strategic Plan (2023-2028). 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





PARTNERSHIP ACTIVATION



Title Rights



Events



Vehicle branding




Uniform branding



Content



Social Media



Activation

ON-HILL SIGNAGE



RACE SERIES



ENTRY LEVEL SPONSOR



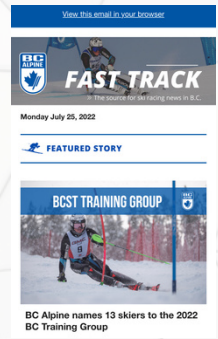
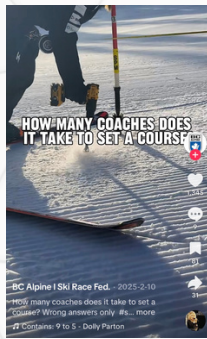
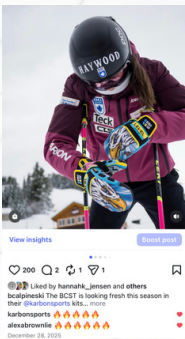
UNIFORM BRANDING



EQUIPMENT BRANDING



SOCIAL MEDIA & DIGITAL CONTENT





CURRENT OPPORTUNITIES

To explore a potential partnership with BC Alpine for 2026 and beyond, we welcome you to review the current opportunities listed below and reach out to us to discuss.

- **TITLE SPONSOR: NANCY GREENE SKI LEAGUE**

The Nancy Greene Ski League is the largest BC Alpine property and program with over 2,000 participants, hundreds of coaches and the support of hundreds of volunteers across the province.

- **TITLE SPONSOR: FIS RACE SERIES**

Our flagship high-performance pathway, FIS U19 racing, includes competition in the BC Cup Series and prepares athletes for the next stages of elite ski racing.

- **OFFICIAL SUPPLIERS**

BC Alpine's Official Supplier program offers meaningful opportunities for in-kind partners. Contact us to join the team.





THE BC ALPINE FAMILY


Lead Partner

	Teck Resources	+
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Official Partners & BC Ski Team Sponsors


	Karbon	+
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	Haywood Securities	+
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	Anthem Properties	+
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Official Suppliers

	Greg Gardner	+
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	Level Gloves	+
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Funding Partners

	viaSport	
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	Government of British Columbia	
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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

GREG GARDNER GMC

Official Vehicle Supplier for BC Ski Team

LEVEL

Official glove supplier for the BC Ski Team



BC ALPINE CLUBS



APEX
SKI CLUB



BIG WHITE
SKI CLUB



BLACK DOGS
SKI CLUB



CYPRESS
SKI CLUB



FERNIE ALPINE
SKI TEAM



GOLDEN KICKING HORSE
ALPINE TEAM



GROUSE MOUNTAIN TYEE
SKI CLUB



HARPER MOUNTAIN
SKI CLUB



KIMBERLEY
ALPINE TEAM



LIGHTNING CREEK
SKI CLUB



MANNING
SKI CLUB



MOUNT SEYMOUR
SKI CLUB



MT. BALDY
ALPINE CLUB



MT. WASHINGTON
SKI CLUB



OKANAGAN
SKI TEAM



PHOENIX
SKI CLUB



POWDER KING
SKI CLUB



PRINCE GEORGE
SKI CLUB



RED MOUNTAIN RACERS
SKI CLUB



REVELSTOKE
SKI CLUB



SALMO
SKI CLUB



SASQUATCH MOUNTAIN
SKI CLUB



SHAMES MOUNTAIN
SKI CLUB



SMITHERS SKI &
SNOWBOARD CLUB



SUMMIT LAKE RACERS
SKI CLUB



SUN PEAKS
ALPINE CLUB



TEAM FAIRMONT
SKI CLUB



TIMBERLAND
SKI CLUB



VANCOUVER
SKI TEAM



VERNON
SKI CLUB



WHISTLER MOUNTAIN
SKI CLUB



WHITewater
SKI TEAM



WINDERMERE VALLEY
SKI CLUB



APEX
SKI CLUB



BIG WHITE
SKI CLUB



THANK YOU!

Contact Anders Hestdalen to discuss and explore a partnership with BC Alpine.

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