



WENTWORTH SKI RACING CLUB

SPONSORSHIP 2019/20



ABOUT WENTWORTH SKI RACING CLUB...

Who We Are:

- ❖ Wentworth Ski Race Club (WSRC) is a not-for-profit organization run by volunteers.
- ❖ We are a Club of 74 families and 126 athletes aged 6 to 18.
- ❖ Our member families live in various communities in Nova Scotia, New Brunswick and Prince Edward Island.

What We Do:

- ❖ We instill a lifelong love of skiing in our members.
- ❖ We help athletes reach their potential both on the slopes and off.
- ❖ We invest in our coaches through mentoring and training to ensure we have high quality trained, certified and motivated coaching staff.

Our Values:

- ❖ Integrity
- ❖ Honesty
- ❖ Intensity
- ❖ Loyalty
- ❖ Friendship

Recipient of Sport Nova Scotia's 2017 Support for Sport "Sport Association of the Year" Award across all sports in Nova Scotia.



ON HILL VISIBILITY OPTIONS

Signage:

- ❖ Start Hut
- ❖ Signage on Fencing at Race Events
- ❖ Signage at Timing Display
- ❖ Signage on Podium
- ❖ Signage on Results Board

Sponsor chooses one of the signage options and pays for the cost of production of the sign plus a \$400 sponsorship for each season the sign is posted. Sign production and erection is arranged by WSRC.



EQUIPMENT PURCHASE SPONSORSHIP

Sponsorship directed to purchase of specific equipment. WSRC invests approximately \$10,000 annually in equipment. Equipment purchases vary annually depending on wear and tear. The wish list is long and there are always exciting new things being added.



Our Wish List is Long - Here are Some Examples:

- ❖ Race Capes & Gear Bag; set of 6 with bag, approximately \$2000
- ❖ Warming Hut; \$1000-2000
- ❖ Coach Rain Shells; \$250 each; staff of 20
- ❖ Timing Display Board; \$3000-5000
- ❖ Interval Eyes for Wireless Timing; \$3000
- ❖ Display clock for Wireless Timing; \$2000
- ❖ Mid-weight coach jackets with sponsor logos; \$4500
- ❖ WSRC event flags; 700 each

Sponsor pays for full cost of equipment purchase. Sponsor logo is incorporated in the equipment. If the nature of the equipment does not provide sponsor visibility, then signage proportionate to the value of the equipment is posted.

\$3000 or Greater:

1. Corporate name on Clubhouse Exterior
2. Corporate name on Interior Sponsor Wall for 3 years
3. Logo on Website for 3 years
4. Logo on Letterhead for 3 years
5. Acknowledgement at End of Season Club Event for three years

\$1000-3000:

1. Corporate name on Clubhouse Interior Sponsor Wall for 3 years
2. Logo on Website for 3 years
3. Logo on Letterhead for 3 years
4. Acknowledgement at End of Season Club Event for 3 years

\$300-1000:

1. Corporate name on Clubhouse Interior Sponsor Board for 1 year
2. Logo on Website for 1 year
3. Acknowledgement at End of Season Club Event

EVENT SPONSORSHIP

Race Events:

- ❖ Slingshot (100+ U8-U12 athletes and families)
 - Event includes event t-shirt, hotdog bbq lunch, s'more pit and awards
- ❖ Roland Brunner (100 U14-U18 athletes and families)
 - Event includes coffee and pastries and lunch for race organizers and volunteers, about 40 a day.
 - S'more pit
 - Awards ceremony
- ❖ Team Atlantic Slalom (25 U12-U18 athletes and families)
 - Awards ceremony
- ❖ Club Championship (120 athletes; all age groups)
 - Awards ceremony at end of season social event

To be a marquee race event sponsor, sponsorship below plus cost of medals would apply. Medals arranged by WSRC. Additional cost of a trophy at Sponsor's discretion.

- Slingshot Race (Approximately 130-150 participants): \$1000
- Team Atlantic Race (Approximately 50 participants): \$500
- Roland Brunner Race (Approximately 100-120 participants): \$1000

Additional options for a Race Event include refreshment sponsor and prize sponsor.

Fundraising Events:

- ❖ Raffle Tickets – 2400 sold
- ❖ 12-Hours of Wentworth Ski-a-thon
- ❖ Silent Auction

WSRC gratefully accepts prize donations.

Social Events:

- ❖ Parent Welcome Social
- ❖ Saturday Night Clubhouse Series
- ❖ Great Chili Cook-off
- ❖ End of Season Social

To sponsor one of our well attended and well advertised social events, a sponsorship fee of \$500 applies.



CAPITAL CAMPAIGN



WSRC launched its five-year capital campaign on October 15, 2018.

Goal – To create an all-inclusive, bright, fun-filled, positive environment for the race team kids to interact, learn, teach and grow together while developing into our solid leaders of tomorrow.

With your involvement and support our need is to raise \$50,000 over 5 years to repay a private lender interest free loan. Over achievement will go to replenish the capital fund and provide for continual clubhouse improvements.

The Explosion Level

- ❖ One-time \$3000 Cash Sponsorship or greater
- ❖ Corporate name on Clubhouse Exterior for three years
- ❖ Corporate name on Clubhouse Interior Sponsor Wall for three years
- ❖ Logo on Website for three years
- ❖ Logo on Letterhead for three years
- ❖ Acknowledgement at End of Season Club Event for three years

Double Black Diamond Level

- ❖ 5 Year Commitment at \$1000 per Year
- ❖ Corporate name on Clubhouse Exterior for five years
- ❖ Corporate name on Clubhouse Interior Sponsor Wall for five years
- ❖ Logo on Website for five years
- ❖ Logo on Letterhead for five years
- ❖ Acknowledgement at End of Season Club Event for five years



Black Diamond Level

- ❖ 5 Year Commitment at \$500 per Year
- ❖ Corporate name on Clubhouse Interior Sponsor Board for five years
- ❖ Logo on Website Sponsors List for five years
- ❖ Logo on Letterhead for five years
- ❖ Acknowledgement at End of Season Club Event for five years

Blue Level

- ❖ 1 Time Commitment \$500 or greater
- ❖ Corporate name on Clubhouse Interior Sponsor Board for one year
- ❖ Logo on Website for one year
- ❖ Acknowledgement at End of Season Club Event Option

Green Level / Friends of WSRC

- ❖ 1 Time Commitment \$0-499
- ❖ Logo on Website Sponsors List for one year
- ❖ Acknowledgement at End of Season Club Event



Jacket Patches

In keeping with World Cup Alpine Ski Racers, WSRC proudly displays its Explosion and Double Black Diamond Level Sponsors on the WSRC jackets. These jackets are purchased by the athlete families and typically have a multi-season life (4-5 Years) through the parent buy and sell network.



Tax Receipts

WSRC is a not-for-profit organization registered with the joint stocks registry of Nova Scotia. We are not a registered charity. We can however, offer tax receipts through the Sport Fund of Sport Nova Scotia. The contributing organization completes a form to confirm their donation and it is submitted to Sport NS. Sport NS retains about 5% and remits the balance to WSRC and Sport NS provides a tax receipt.

Timing

Any monies received after January 1st, year 1 of signage will start the following calendar year due to partial year of coverage midway through ski season.

Contacts

To become a sponsor or to answer any questions you may have, contact us at admin@wentworthracing.com