

PARTNER OPPORTUNITY

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WWW.FREESTYLEMANITOBA.SKI



**FREESTYLE
MANITOBA***



Potential Partner,

Freestyle Manitoba is a not-for-profit organization that enhances the growth and development of quality programming and excellence through various sport disciplines including slopestyle, moguls, big air and much more. Freestyle Manitoba aligns with long-term athlete development, and emphasizes safety in an athlete-centered and ethically based system while encouraging our members to chase their Olympic Dream. With a head office in Winnipeg, Freestyle Manitoba spends its winter months traveling across Manitoba hosting various events at Springhill, Asessippi, Stony Mountain, Falcon Ridge, and many more. During the spring and summer months Freestyle Manitoba works tirelessly hosting trampoline training with a dedicated team of skiers.

Freestyle Manitoba offers a unique style of partnership as we host events at Manitoba's top ski resorts with viewers that have a unique passion for skiing, snowboarding, fitness, and sport. Companies have provided unique, engaging, and experimental opportunities to leverage Freestyle Manitoba to:

- TRAIN COACHES
- SUPPORT SKI RESORTS
- GENERATE AWARENESS & VISIBILITY
- LAUNCH AND SHOWCASE PRODUCTS
- BUILD CUSTOMER RELATIONS
- GIVE BACK TO THE COMMUNITY



The benefit to our partners is that while sponsorship asks for the attention of the customer, it has the great potential through on-site activation, magazine coverage, charity events, and more to deliver a great return on investment.

Partnering with Freestyle Manitoba is unique because our brand is:

WANTED: The audience is attentive to sponsor messaging during the celebration of their passionate lifestyle and community; a lifestyle sponsor products help create.

VALUED: Audience research on sponsorship is extremely positive. Not only is it viewed as appropriate for sponsors to partner with youth sport organizations, but also, that sponsorship adds value by funding activities and event enhancements that would not be possible without support from sponsors.

RESPECTED: Sponsorship is viewed favourably because it is seen as a form of advertising that gives back and benefits someone else; for each new sponsor a not-for-profit receives, it can do that much more for the community.

DIRECT: Sponsorship opens the most direct channel of communication to solicit customer feedback and insights. Partnering with Freestyle Manitoba will allow you to share your product, and have potential customers test and, in some cases, buy your product right on the ski hill.

I am sending along background material in the hopes there might be a fit between your sales objectives and bettering the Freestyle Manitoba experience. Please let me know if you are interested to meet and discuss how to include you in a meaningful partnership with the passionate membership of Freestyle Manitoba.

Sincerely,
Marketing FREESTYLE MANITOBA



FREESTYLE MANITOBA IS...

UNITED: We're all in this together. We're four disciplines with a single passion to compete and win. Behind every individual athlete are peers, coaches, family, and fans who help them succeed.

EMPOWERING: Being in sports isn't easy. There are long days training, watching film, or competitions don't go as well as planned. But we support and encourage individuals on the path to elite athleticism. We empower, and on great days when tricks land, the crowds cheer and the competitions are won, they pass the empowerment along.

COMMUNITY: How can we not be bold? Look at what our athletes do on snow and at the water ramp. Take risks. LIVE FREE. It's in our nature to go big and stick the landing.

PROGRESSIVE: Push boundaries. The roots of our sport are in people improvising. Looking at the way things are done.

PROUD: We celebrate our past, present, and future, and we have a lot to celebrate. We're admired around Canada for having produced world class athletes. We're proud but still humble.



FUNDamentalz

Ages 6+

Focus: FUNdamentalz Freestyle Skiing Skills

Kids love to play on skis, whether it's fast, slow, forwards, backwards, over moguls, in the Terrain Park - they are naturally Freestyle skiers! FUNdamentalz Program will focus on fun, safety and skill development; top priorities for the sport of Freestyle Skiing. The Freestyle Canada Coach education system is based on the HIGH FIVE™ approach to healthy child development.

This is our pathway for growth and excellence, and the next generation of freestyle stars is taking to the air.

Skiers learn to carve turns, develop good basics in jumps, moguls, and terrain parks. Coaches are trained through the NCCP certified FUNdamentalz course to develop three levels of skills.

Coaches track progress in the FUNdamentalz Skills Passport. Skiers will receive a year-end Can Free FUNdamentalz report/certificate.

Locations: We are at Springhill Winter Park, Stony Mountain, Falcon Ridge Hill, Asessippi Ski Area & Resort, Holiday Mountain Resort

Athletes: We have around 40 athletes throughout Manitoba enrolled in these programs



FREESTYLERZ / HIGH PERFORMANCE

Ages 11-20

Focus: PROGRESSION OF SKILLS

Skiers acquire more advanced skiing skills and learn a variety of tricks and spins.

Coaches are trained through the NCCP certified SUPERCOACH courses to develop skills in Slopestyle/Terrain Park * Tramp/Acrobatics * Halfpipe * Moguls * Skiing * Fitness.

Coaches plan their season to create optimal skill progression and to prepare for club and provincial (Timber Tour) competitions.

Athletes and coaches use the FREESTYLERZ Goal book to plan to accomplish personal skills goals. Athletes who master all of the skills in the Goal Book are prepared to succeed in national level events in the future.

Coaches will create a FREESTYLERZ / HIGH PERFORMANCE report, and training recommendations for skiers at the end of the season.

Locations: Springhill Winter Park, Asessippi

Athletes: We have 25 athletes throughout Manitoba



AIRBAG

Ages 11-20

Focus: PROGRESSION OF SKILLS

YES! We FINALLY have an Airbag in Manitoba for all winter athletes to train on. It will primarily be located at Springhill Winter Park. We are allowing both Skiers and Snowboarders to train on the Airbag.

Open AT LEAST once per week, the Airbag is a crucial part of allowing us to train with athletes through all four seasons of the year. We're creating an exciting opportunity for our athletes and a sight to see for all.

Locations: Springhill Winter Park – We just helped invest in and build a dedicated site to use as a permanent location for the Airbag.

Athletes: The number of athletes using the Airbag will be approximately 30 Freestyle MB Athletes; we also have the ability to reach out to Snowboard Manitoba who are using it as well for training - they have about 150 active members.



**SIMULTANEOUSLY
REACH VARIOUS
GROUPS**



Athletes:

- Ages 8-20
- 200+ registered athletes in Freestyle and Snowboarding throughout MB
- Falcon Ridge, Stony Mountain, Holiday Mountain, Asessippi, Springhill Winter Park

Families: We help host and sponsor family fundraising events in MB that allow us to reach up to 1,000+ families per year.

Spectators FUNDamentalz: Your company will be viewed by Skiers/Snowboarders and parents each and every time our FUNDamentalz group is out having fun on the snow.

Spectators FREESTYLERZ / HIGH PERFORMANCE: Your company will be viewed by Skiers/Snowboarders and parents each and every time our FREESTYLERZ / HIGH PERFORMANCE group is out at their local hill, as well as when they are training throughout Canada.

Spectators Airbag: Your company will be viewed by Skiers/Snowboarders and parents. Your banner or flag will be up from the time its set up until the time it's taken down in March. Now that Springhill has opened up a toboggan run, this will bring even more traffic to the area. You can also see this Airbag from Hwy 59.

Social Media and Press: Throughout the year, we do press releases and our athletes and Airbag will be featured in the press and on social media. This could be great advertising for your company, as your marketing will potentially be seen by a much wider audience.

- **FREESTYLEMANITOBA.SKI**
- **SOCIAL MEDIA (Freestyle Manitoba Facebook/Club Facebook Pages)**
 - **Local Press (Winnipeg Free Press, CTV, various regional newspapers)**



ON-SITE RECOGNITION



FUNdamentalz

Objective: To have all of the FUNdamentalz athletes wear the Freestyle Manitoba Bib with your logo printed on it for every training session and competition throughout the entire season.

Promotion: Place your company logo that will be printed onto our jerseys.

Cost: \$ 2,000 / year

FREESTYLERZ / HIGH PERFORMANCE

Objective: To have all of the FREESTYLERZ / HIGH PERFORMANCE athletes' ski jackets be crested with your company logo. This exposure would be seen throughout the ski season in Manitoba, Canada, or wherever our athletes travel, train, and compete.

Promotion: Place your company logo that will be embroidered onto our athletes' ski jackets.

Cost: \$ 2,000 / year



AIRBAG

Objective: Our Airbag is in a prime location, set up at Springhill Winter Park. Anyone that drives down Hwy 59 over the floodway, or comes into Spring Hill Winter Park will automatically see our Airbag.

Promotion: We are looking to get your company banner and place it on the fence located around the Airbag site (approximately 100 feet long by 50 feet wide). We would like to place Tear Drop Flags on our site and at events.

Banner: Company Supplies

1 Year \$ 500 (Max 4x8 Feet)
2 Year \$ 1,000 (Max 4x8 Feet)

Banner: We Print

1 Year \$ 850 (4x8 Feet)
1 Year \$ 1,000 (5x15 Feet)
2 Year \$ 1,350 (4x8 Feet)
2 Year \$ 1,500 (5x15 Feet)

Tear Drop Flag 14 Feet with your logo

1 Year \$ 1,250
2 Year \$ 2,000

The Tear Drop Flag will not only be stationary at air-site, but will ALSO go to ALL events throughout Manitoba.

Should you purchase any of these packages, we will update our social media and website to include your logo, and links to your business.

Note: it will take us about 1 – 2 weeks to get your banner or flag printed up.



**If you would like to donate another amount to Freestyle Manitoba please
Email us and we will let you know how to send – Thank you very much**

THANK YOU
We look forward to your
support of
FREESTYLE MANITOBA

