

SPONSORSHIP PROPOSAL



Musicianonskis.ca - Holden, copyright 2011

What we can do for you

By sponsoring XC Ottawa you will associate your name with competitive excellence and community support. XC Ottawa would love to work with your company to promote your products and services. Page 4 lists partnership levels and ways that we can help promote your product, company, or service, including:

- Displaying your logo linking to your website on www.xcottawa.ca, our website viewed by over 1400 daily visitors last winter.
- Wearing your logo on team uniforms.



OUR MISSION

To help athletes achieve their goals in National and international competition while promoting cross-country skiing in the Ottawa-Gatineau community.

WHO WE ARE . . .

XC Ottawa is an elite racing team developed to help support university and senior athletes in training and competing in National and international competitions. We are a non-profit athlete-driven team and are the longest standing racing team outside the National program. As a ski team we have drawn athletes from right across the country from Whitehorse to Labrador city. We are committed to integrity, sportsmanship, and team success.

A large component of our team is our involvement in the ski community. We work with the Ottawa ski community to promote the sport and encourage an active lifestyle for all ages. Since the team's inception in 2001, XC Ottawa has gained respect and recognition through top performances and contributions to the ski community.

Racing Success

XC Ottawa athletes have achieved racing success locally and nationally. Over the years our athletes have qualified to compete in World Cup events, World University Games, and Canada Games teams. XC Ottawa athletes are regulars on the podium of the Gatineau Loppet, and our University athletes dominate the Canadian University circuit.



Karl, on way to 3rd in Gatineau Loppet 2010

J. Holden, copyright 2010



Successful Eastern Canadian Championships



Eva (XC Ottawa alumni) 2nd,

Sheila 3rd at Gatineau Loppet 2011

The Team

The athletes who make up XC Ottawa are from a variety of backgrounds and even decades, but share a common passion for skiing and the out-door lifestyle.

Most of the team combines high-level cross country skiing and helping develop the Ottawa-Gatineau ski community with university studies or careers.

When not skiing, XC Ottawa team members enjoy all kinds of high-octane activities. The “off season” for some means road races, triathlons, and even running marathons. Thus, our exposure in the athletic community is vast and year-round.



Megan McTavish



Sheila Kealey



Anna Geiger-Whitlock



Katie McMahon



Vesta Mather



Ingrid Hagberg



Kyla Vanderzwet



Danielle McVicar



Karl Saidla



Matthias Purdon



Kyle Power



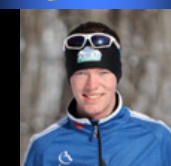
Andre Marchand



Lee Hawkings



Logan Potter



Peter Beisel



Coach:
John Suuronen

Community

XC Ottawa has worked hard towards our goal of promoting XC skiing and active lifestyles in our community. Our athletes help coach at local ski clubs, serve as ambassadors for *Fast & Female* events to promote active lifestyles for young girls, have served as paranordic guides, and organized and presented at workshops for Cross Country Canada. Also, XC Ottawa organizes an annual xc ski race. Over the years, we have coordinated Gatineau Park closures for rollerskiing, and our athletes have held positions as Cross Country Canada athlete representative, NCD membership Coordinator, and Gatineau Loppet Board of Directors (current).



Vesta, paranordic guide at Canada Winter Games.

2012-2013 Competition Plans

XC Ottawa athletes have an ambitious race schedule planned, including many of the following races:

- Haywood NorAm Canada Cup Series
- Ontario Cup Series
- Quebec Cup Series
- Ontario University Race Series
- Canadian National Championships, Callaghan Valley, BC
- Gatineau Loppet
- Local Races
- National Capital Division Race Series (7 local races)



Karl, National Championships in Whitehorse, Yukon

Our Website

www.xcottawa.ca was designed and is run by XC Ottawa alumni Craig Storey. It is a popular resource for cross-country ski enthusiasts and other endurance athletes. Regular features include:

- Gatineau Park trail condition updates
- waxing recommendations
- training articles
- webcam for snow conditions
- athlete diaries
- race reports
- nutrition series
- contests
- for sale section

The number of visitors to our website continues to grow (typically about 1500 visitors daily in winter). We are excited about improving the website further and expect the number of visitors to keep increasing.

The site displays sponsor logos with links to their websites, providing good exposure to a receptive audience.



Sponsorship

Our sponsors associate their name with a team that is recognized as a symbol of competitive excellence, dedication, and community values. Supporting our team can be a creative and valuable marketing opportunity. We provide excellent exposure to a growing community of endurance athletes and do our best to help create awareness of sponsor products.

Current XC Ottawa Sponsors

XCOTTAWA.CA-- PARTNERSHIP LEVELS

XC Ottawa wants to work with your company to promote your products or services. To help choose the level of partnership you desire, we have four different sponsorship packages. Each package corresponds to an approximate retail value of products, services, or funding provided.

BRONZE

Up to \$2,000

- ⇒ Your logo prominently displayed on www.xcottawa.ca.
- ⇒ Easy-to access links to your company's website on www.xcottawa.ca.
- ⇒ Mention in articles and promotion to local clubs and teams wherever possible.
- ⇒ Significant support, on an individual basis, with particular aspects of your own marketing plan.

SILVER

\$2,000 - \$4,000

Includes all of the Bronze level, plus:

- ⇒ Articles dedicated to your product or service promotion on www.xcottawa.ca (e.g., write-ups about equipment, descriptions of use, etc.)
- ⇒ Badges, stickers and the logo for your company prominently displayed on the front or arms of our warm-up clothing.
- ⇒ Web-cam promotion, at the base level (the web-cam, a real-time picture of weather conditions in the Gatineau Park, draws huge hits to our website.)

GOLD

\$4,000-\$10,000

Includes all of the Bronze and Silver levels, plus:

- ⇒ Web-cam promotion at the optimal level.
- ⇒ Your logo prominently displayed on our racing suits and team clothing.
- ⇒ Product or service demo days, organized by our team, for your company, in the Gatineau Park.
- ⇒ Race site promotion, including banners, sticker hand-outs, exposure on team vehicles, etc.

TITLE SPONSOR/FACTORY TEAM

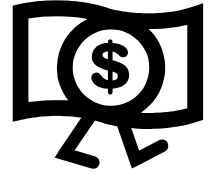
\$10,000+

Includes all of the Bronze, Silver, and Gold levels, plus:

- ⇒ Your name included in our team name
(eg., **your company name —XC Ottawa**)
- ⇒ Significant input into team events, race appearances, etc.
- ⇒ Other key aspects of your marketing plan.
- ⇒ Promotional camps and visits to sites in Eastern Canada as requested by your company.

Where Your Money Will Go

Expenses for a dedicated cross-country ski racer are many. For XC Ottawa athletes, in addition to equipment, wax, and team clothing costs not funded through sponsors, the main expense is getting to races. Airline travel, accommodation, and renting vehicles for some events can sometimes add up to almost \$1,000 per trip for each athlete. Key competitions for the 2012-13 Season include:



- ⇒ Canada Cup, Canmore, AB
- ⇒ Canada Cup, Sovereign Lakes, BC
- ⇒ National Championships, Callaghan Valley, BC

We would like to use funding from your company to help with our general travel expenses. However, if there is something else, or a particular event that your company would like to especially support, we can make this happen.

The bottom line is that any kind of funding will be appreciated, conscientiously spent, and help our athletes perform!

