

U16 ONTARIO O-CUP FINALS SPONSORSHIP 2020



**AN EVENT HOSTING OPPORTUNITY THAT PUTS THUNDER BAY
ONCE AGAIN ON THE PROVINCIAL STAGE!**

The Lake Superior Division Alpine and its member clubs - Norwester Alpine Club / Port Arthur Ski Club / Thunder Bay Franco Ski Team / Thunder Bay Senior Ski Association - have been awarded the opportunity to host the Ontario OCUP Finals.

Alpine Ski racing events of Giant Slalom and Slalom, and Parallel Slalom will be contested at the Loch Lomond Ski area February 20 to 23 / 2020.

160 qualifying athletes from across Ontario will be participating. Local skiers from TFAST, NAC, and TFAST will be carrying the flag for Thunder Bay. It is expected that over 300 people will be travelling to Thunder Bay for the event including athletes, coaches, team managers, officials, and family members.

YOUR SUPPORT...!

The LSDA needs local and provincial partners to help it maximize the effectiveness of the event both for athlete development and promotion of alpine skiing. The goal is to create a memorable and meaningful ski racing experience for Ontario's most accomplished up-and-coming athletes and to create a legacy for future athlete development for all youth in our region.

Sponsorship augments the huge volunteer effort needed to run a Provincial event. In the winter of 2015, Thunder Bay hosted the U16 Provincial Alpine Ski Championships. The calculated economic impact of that event was an impressive \$960,000. It is anticipated that this 2020 event will generate a similar boost to the local and wider Ontario economies.

For an overview of the event, please visit the event website at: www.u16ski.ca

Please review the attached sponsorship package. Contact Dave Bradley at vicealpinechair@lsdalpine.com , or Daphne Michell at michell@daph@lsdalpine.com if you are interested in getting involved.

THANK YOU!

**SPECIAL EVENT
OPPORTUNITY
FOR 2019**

**U16 ONTARIO
O-CUP
ALPINE SKI
CHAMPIONSHIPS**

**February 20 - 23
2020**

**Hosted by:
Loch Lomond Ski
Area**

**LSDA with member
clubs:**

Norwesters Alpine Club

Port Arthur Ski Club

Thunder Bay Franco Ski
Team

Thunder Bay Senior Ski
Association

Lakehead University /
Confederation College Ski
Team

U16 ONTARIO O-CUP FINALS SPONSORSHIP 2020



GOLD SPONSORS

\$ 5,000 +

SILVER SPONSORS

\$ 2,500 +

BRONZE SPONSORS

\$ 1,000 +

COMMUNITY SPONSORS

< \$ 1,000

VIP EVENT HILL PASSES

| | | | | |
|-----------------------|-------------------|-------------------|-------------------|------------------|
| Entire Event (6 days) | 5 tickets per day | 3 tickets per day | 2 tickets per day | 1 ticket per day |
|-----------------------|-------------------|-------------------|-------------------|------------------|

DIGITAL MARKETING

| | | | | |
|--|---|---|---|---|
| Logo on web pages u16ski.ca, lsdalpine.com, alpineontario.ca | X | X | X | X |
| Logo on Email blasts | X | X | X | X |
| Logo on Facebook pages | X | X | X | |
| Logo on event Email communications | X | X | | |

SIGNATURE BRAND MESSAGING

| | | | | |
|--|----------------|----------------|----------------|---|
| Logo on Ski Hill Banner 7'x11' | X | X | X | X |
| Logo on Stand Up Indoor Banners in hotel lobbies and all Event | X | X | X | X |
| Logo on Event Clothing | X | X | | |
| Logo on Airport Hanging Banner | X | X | | |
| Brand Activation Area + Fly your own Flags + banner | Space Provided | Space Provided | Space Provided | |

AIRPORT SIGNAGE

| | | | |
|-------------------------------------|---|---|---|
| Logo on Entrance / Escalator Banner | X | X | X |
| Logo on Luggage Claim Banner | X | X | X |
| Logo on Closed Circuit TV Signage | X | | |

ADDITIONAL BRAND RECOGNITION OPPORTUNITIES AVAILABLE TO GOLD AND SILVER SPONSORS - AUDIO ANNOUNCER / EVENT HOST - BRAND WILL BE RECOGNIZED SEVERAL TIMES DURING EVENT - ADDITIONAL SPONSORSHIP CAN RAISE SPONSOR STATUS

| | |
|--|--------|
| Thursday, Feb 20 - Opening Ceremony at Loch Lomond Ski Area 12:15pm in front of day lodge | \$ 400 |
| Thursday, Feb 20 - Welcome Social for Parents and Volunteers at Prince Arthur Hotel 5:00pm to 6:30pm | \$ 400 |
| Friday Feb 21: Coaches Social at Prince Arthur Hotel 7:00pm to 8:30 | \$ 200 |
| Friday Feb 21: Athlete Parade and Flag Ceremony and GS Awards Presentation - Spirit Garden | \$ 300 |
| Saturday Feb 22: Volunteer & Sponsor Recognition Event at Prince Arthur 5:00pm to 6:30pm | \$ 400 |
| Saturday Feb 22: Awards Banquet at Prince Arthur 6:00 to 7:30pm | \$ 400 |