



Become a Spokane Nordic Sponsor in 2014-15!

Spokane Nordic Ski Association would like to offer your business an opportunity to increase your visibility in our community and support an organization that nurtures health, fitness, family, and the great outdoors.

Spokane Nordic was founded over 35 year ago with a focus on creating, developing and implementing programs to promote cross-country skiing in the greater Spokane community. Through our programs, we provide trail and facility maintenance, community events, race team support and lessons for all ages.

Through your corporate sponsorship, you will increase your company's visibility to a highly active and educated group of individuals. You will also be supporting a community treasure, as Spokane Nordic have a devoted and growing following of supporters throughout the community and surrounding areas.

The Numbers:

- Nordic Kids ski instruction – 150 participants
- Adult lesson program – 240 individual lessons
- Weekly use of Mt. Spokane trail system – 3300 skiers
- Mt. Spokane trail system – over 37 miles of maintained trails

The Typical cross-country skier:

- 35-54 years old; 51% male / 49% female
- College educated
- Household income in excess of \$100,000
- 82% cycle, 76% hike & climb, 53% mountain bike, 44% run



Sponsorship opportunities:

- **Named Event Sponsor - \$2500:** name on major event; recognition on promotional materials, event clothing, website, Ski Team van
- **Gold Sponsor - \$1500:** prominent recognition on promotional materials, event clothing, website, Ski Team van
- **Silver Sponsor - \$1000:** recognition on promotional materials, event clothing, website
- **Bronze Sponsor - \$500:** prominent recognition on one major event
- **Sponsor - \$250:** recognition on one major event

- **Trail Map sponsorship - \$250:** Logo on pocket trail map at Mt. Spokane Cross-Country Ski Park
- **Daily Grooming and Conditions Report web page sole sponsor: \$1500 / season**
- **On-hill conditions webcam sole sponsor: \$1200 / season**

Next Steps:

The following pages give details on Spokane Nordic's programs and how you can join in them as a sponsor. If you have questions or would like to pursue a particular sponsorship level, please contact the phone number or email address below. *Thank-you!*

Spokane Nordic Ski Association is a registered 501(c)(3) non-profit organization.

For more information contact Brad Thiessen, Membership and Marketing Director
509.869.3042 / info@spokanenordic.org / PO Box 501, Spokane WA, 99210
www.spokanenordic.org



About Spokane Nordic

Spokane Nordic is committed to creating, developing and delivering programs and facilities to foster cross-country skiing within the greater Spokane community.

Spokane Nordic is member-funded and its work is accomplished primarily through volunteers. Ski instructors, trail maintenance, community events, race team support, coaching and transportation, and ski lessons for all ages are just a few of the efforts that are helped by your sponsorship. Spokane Nordic is also active in the community, encouraging our neighbors to try cross-country skiing; and is an advocate for the Ski Park and programs at the State level.

By sponsoring Spokane Nordic, you are supporting events at the Mt. Spokane Cross-Country Ski Park such as the family-oriented WinterFest, the Spokane Nordic Challenge 20/35/50km ski "loppet," Nordic Kids ski lessons with 150 participants, the adult lesson program with over 150 participants, and almost 60 km (37 miles) of trails used every week throughout the winter by hundreds of individuals and families. State Park staff estimate that over 1,200 skiers use the trails on Saturdays, 1,100 on Sundays, and another 1000 spread throughout the week.

Demographics:

Sponsorship allows you to reach a highly desirable demographic. According to the National Sporting Goods Association, the typical cross-country skier is between 35 and 54 years old, has a college degree, and lives in a household with average earnings above \$100,000 per year. Gender participation is 49.3 percent female and 50.7 male. 62% of Spokane Nordic's membership are families from Spokane's South Hill. A business that reaches our skiers is reaching an active, educated, and affluent population.

Crossover:

Local businesses have a shared interest in cross-country skiing. A Spring 2012 survey of cross-country skiers on Mt. Spokane found that they have a high level of activity in other outdoor fitness activities on a regular basis. 82% are involved in cycling, 76% hike and climb, 53% mountain bike, 44% are runners, 37% enjoy swimming, and 32% downhill-ski.



A business that reaches cross-country skiers is speaking to a pool of fitness-oriented people involved in a variety of disciplines, and willing to invest a significant portion of their income to partake in them. Spokane Nordic is an excellent partner for a business to develop recognition with dedicated participants in its own markets – people who also bring their friends and family into their activities.

At the same time, cross-country skiing is an affordable family winter activity for many people who do not have the resources for other more expensive activities. Your support helps keep programs accessible for young families and people on a fixed income.

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Your Sponsorship Supports...

Nordic Kids is a 9-week ski lesson program for children 5 to 15 years old to learn the fundamentals of skiing through games and fun activities, culminating in the “Nordic Games.” For over 30 years, Nordic Kids has been an enriching introduction to cross-country skiing for both children and parents, and often sparks a lifetime of healthy outdoor activity.

Youth Rangers, piloted in 2013-14, introduces kids aged 10-15 to back-country skills, ski patrol and assisting Nordic Kids coaches.

The Spokane Nordic Transition Team builds the skills of pre-teens who have advanced from Nordic Kids and prepares them for the Ski Team.

Participants often join the racing team during workouts, but the emphasis is on keeping it fun.



The Spokane Nordic Ski Team is an intense program that develops the racing skills of teens from 12-18 years old through weekend training sessions on Mt. Spokane and weekly workouts in town. They travel together in a team van to ski races throughout the Northwest. Team members learn goal-setting, sportsmanship and self-discipline while developing strong friendships. Three part-time paid coaches lead the team workouts and drive the team van to Mt. Spokane and races throughout the region.

WinterFest, which Spokane Nordic will host at the Mt. Spokane Cross-Country Ski Park on January 18, 2015, is aimed toward family fun, with an all-ages sprint tournament, free soup and cider at the Nova Warming Hut, a back-country clinic, free 45-minute lessons, and presentations by the Ski

Patrol and State Parks staff. 300 skiers are expected to participate, with another 600 at the park that day.

The Spokane Nordic Challenge on March 1, 2015 gives skiers a personal distance-training challenge and camaraderie. 200-300 skiers from across the Northwest are expected to take part in either the 20, 35, and 50km distance options, with another 600 at the park that day. The 2014 event saw 29 kids under age-18 participate!

The Adult Ski Lesson Program helps beginning and intermediate skiers gain confidence and develop their skills, and is a key part of helping adults take up skiing.

The Mt. Spokane Cross-Country Ski Park is a partnership of State Parks, Inland Empire Paper and Spokane Nordic. The Ski Park's 59 km (37 miles) of groomed trails make it one of the premier cross-country ski destinations in the Northwest. Spokane Nordic volunteers maintain trails, cut firewood, provide an online snow report and improve facilities.



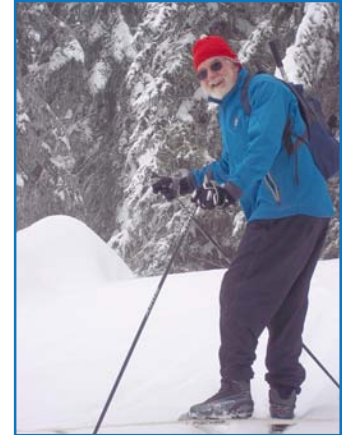
A Healthier Community: Cross-country skiing is affordable and family-oriented. Skiers can enjoy a relaxed outing with friends or push themselves to new levels of fitness. It teaches youth and adults the value and joy of outdoor activity, as well as a deep appreciation of nature.

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Sponsor Visibility

- **Website:** The Spokane Nordic website (www.spokanenordic.org) received 28,000 visits with 80,500 page views during the 2013-14 ski season (Dec. 1, 2013 to March 31, 2014).
- **Ski Park Usage:** State Parks staff estimate that 3,300 skiers per week visited the Mt. Spokane Cross-Country Ski Park in 2013-14, a 10% increase over the previous season. That number is primed to continue to grow, particularly with the presence of on-hill ski rentals this season.
- **Display Board:** For many levels of sponsorship, a Display Board recognizing your company as a sponsor will be in place for the 2014-15 season in a highly visible location in the Selkirk Lodge, at the Mt. Spokane Cross-Country Ski Park.
- **Nordic Kids and Youth Rangers** had 150 participants in the 2013-14 season and look to grow in 2014-15. **The Adult Lessons** program gave 243 lessons to 128 skiers and looks to remain at that level. Sponsorship will bring your company in front of lesson participants and their families. All of these participants make extensive use of the Spokane Nordic website, spend time viewing posters in the Selkirk Lodge, and receive Spokane Nordic email updates. Many are active on facebook and receive the printed newsletter 5 times per season.



- **WinterFest and Spokane Nordic Challenge** both look to have attendance of 200-300 skiers in 2015, with high visibility at the Mt. Spokane Cross-Country Ski Park on the day of each event, and prominent promotion throughout the community prior to each event.
- **Van:** Van decals create high visibility in the community, as the Spokane Nordic racing team uses it daily during the holiday break, every Friday, Saturday and Sunday through the season, and to races held throughout the Pacific Northwest.



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Sponsorship Levels and Benefits

Named Event Sponsor: \$2500

- Organization-wide recognition* as a Gold-Level Sponsor, with large-sized logo on promotional materials, event clothing and website
- Corporate name on one event or program** as the major event sponsor
- 4 ft x 2 ft decal on Ski Team van for 1 year

Gold Sponsor: \$1500

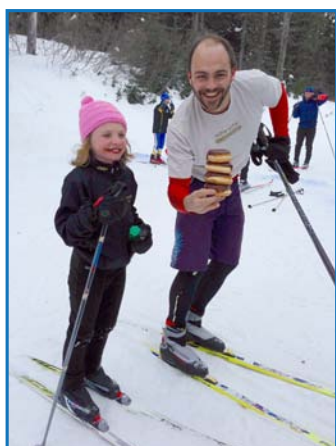
- Organization-wide recognition* as a Gold-Level Sponsor, with large-sized logo on promotional materials, event clothing and website
- 3ft x 2 ft decal on Ski Team van for 1 year

Silver Sponsor: \$1000

- Organization-wide recognition* as a Silver-Level Sponsor, with medium-sized logo on promotional materials, event clothing and website

Bronze Sponsor: \$500

- Recognition within one event,** including medium-sized logo on its promotional materials, page on website, and clothing item (if applicable)



Sponsor: \$250

- Recognition within one event,** including small-sized logo on its promotional materials, page on website, and clothing item (if applicable)

In-Kind Donor

- Recognition as a sponsor at the level of fair cash value of donated items

Special Member Offers

- All sponsors are invited to offer special discounts or benefits to Spokane Nordic members. These will be listed on a dedicated page on the Spokane Nordic website.

****Organization-wide recognition** includes size-appropriate logo and/or mention in at least 1 newsletter and one mass email per year, promotional materials for all events and programs, prominent display on the Spokane Nordic website, clothing for event participants as applicable, invitation to set up banner at Mt. Spokane Cross-Country Ski Park during events, and public recognition at events.*

*****Events** include WinterFest and Spokane Nordic Challenge.*

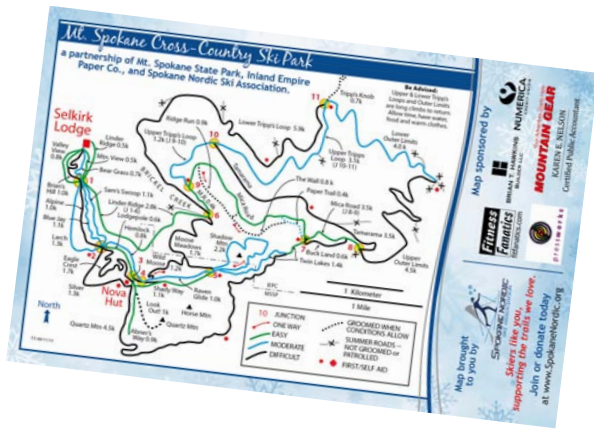
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Special Sponsorship Opportunities

Pocket Trail Map: \$250

- Spokane Nordic provides a pocket-sized trail map in the main Selkirk Lodge at the Mt. Spokane Cross-Country Ski Park. About 3,000 maps are picked up by skiers throughout the season.
- Sponsor logos are included on the front of the map, as indicated on the image of last year's map, shown to the right.



Website Grooming Report: \$1500

- The Daily Grooming and Conditions Report for the Mt. Spokane Cross-Country Ski Park is the most-visited page on the Spokane Nordic website, with almost 24,000 page views during the 2013-14 season.
- Sponsorship of the Grooming and Conditions Report is a unique opportunity for repeat exposure to skiers, many of whom visit the page on a daily basis.
- **Sole sponsorship** (\$1500) earns sole placement of your logo at the top of the webpage for the 2014-15 season (Dec. 1, 2014 - March 31, 2015).
- You can visit the page at www.spokanenordic.org/grooming

Live Conditions Webcam: \$1200

- The Live Conditions Webcam for the Mt. Spokane Cross-Country Ski Park is a new service being offered in the 2014-15 season. Live conditions webcam pages are typically one of the most highly-visited pages on ski area websites.
- Sponsorship of the Live Conditions Webcam page on the Spokane Nordic website promises to be another opportunity for repeat exposure to skiers, many of whom will visit the page multiple times on a given day as they follow weather conditions.
- **Sole sponsorship** (\$1200) earns sole placement of your logo at the top of the webpage for the 2014-15 season.
- The page will go live prior to the December 1 start of the ski season and be heavily promoted to skiers.



**trail map, grooming report and webcam sponsorships are subject to availability. Please contact info@spokanenordic.org / (509) 869-3042 to confirm.*

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Sponsorship Commitment Form

Please indicate your level of sponsorship

Named Event Sponsor \$2500
 WinterFest
 Spokane Nordic Challenge
 *select the event to bear your company's name

Gold Sponsor \$1500
 Silver Sponsor \$1000

Bronze Sponsor \$500
 Sponsor \$250
 Nordic Kids
 Adult Lessons
 WinterFest
 Spokane Nordic Challenge
 *for Bronze Level and Sponsor level, select the event or program where your company would like to be recognized

Pocket Trail Map \$250
 Website Grooming Report \$1500
 Live Conditions Webcam \$1200

**trail map, grooming report and webcam sponsorships are subject to availability. Please contact info@spokanenordic.org / (509) 869-3042 to confirm.*

In-Kind Sponsor:
 ♦ Item(s) Provided: _____
 ♦ Total Value of Item(s): _____

Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

Check payable to Spokane Nordic Ski Association is enclosed

- * Please send artwork/company logo to info@spokanenordic.org
- * Please return this form by mail and make check payable to:
Spokane Nordic Ski Association, PO Box 501, Spokane, WA 99210

Spokane Nordic is a 501(c)(3) nonprofit organization. Your sponsorship may be tax-deductible.

Thank you for supporting Spokane Nordic Ski Association!

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