



Whaleback Nordic Ski Club
Sponsorship Package

Table of Contents

Overview of the Club.....	3
Whaleback Nordic Details	4
Sponsor’s Impact.....	5
Sponsorship Opportunities	6
Sponsor Recognition	7
Bronze Sponsorship Level: \$2,500	7
Silver Sponsorship Level: \$4,000	7
Gold Sponsorship Level: \$7,500	7
Platinum Sponsorship Level: \$10,000+	7
Contact Details.....	8

Overview of the Club

The Whaleback Nordic Ski Club originally started out as The Stephenville Ski Club in 1968. The club is a non-profit organization that has provided winter recreation programs, specifically cross-country skiing and snowshoeing to all ages for the past 45 years. Members are mainly from the Bay St. George area, including: Stephenville, Kippens, Stephenville Crossing, Port au Port Peninsula and St. George's.

The Whaleback Ski Trails are located 4 km from the Town of Stephenville and include 22 km of trails designed for skating and classic skiers of all levels. There is a 2.5km lit trail that is used during the night throughout the week. These trails are also used during the spring, summer and fall for hiking.

The primary goal of the club is to promote fun, fitness and wellness through winter activities. Whaleback currently offers junior development programs through volunteer coaching efforts. Only leaders certified by the National Cross-Country Ski Association are qualified to coach the Bunny Rabbit, Jackrabbit and Track Attack Programs. The Bunny Rabbit program is for children 5 years and younger; the Jackrabbit Program is for children ages 6-9 and Track Attack is for youth between the ages of 10-12. The club currently has no formal program to train, develop and coach young skiers beyond 12 years of age.

In addition to running our own programs, the club also partners with the Biathlon Bears Club, which offers a biathlon program. The 708 Stephenville Royal Canadian Air Cadets also uses the trails to train for biathlon; their teams have had many successes at National Biathlon competitions over the years. Whaleback Nordic has an agreement with the College of the North Atlantic Sevier Bay St. George Campus, allowing students to use the trails for instruction in winter recreation. The club also partners with schools in the area to run a School Ski Program, allowing many children in the region to come to the ski park and try cross-country skiing for the first time.

Whaleback Nordic operates with three paid staff members and more than 50 volunteers who generously donate their time and equipment to trim trails, cut wood and build bridges. The ski chalet is operated entirely by volunteers during the weekdays. Their duties include welcoming visitors and members, issuing day passes and rental equipment and making sure the wood stove is well-stocked.

Whaleback Nordic Details

- 440 members
- 50+ volunteers
- 22 km of groomed trails; 2.5 km lit trails
- Grooming equipment: 2 snowmobiles, 1 BR250 Groomer
- Both Day Passes and Season Passes are available
- Programs include:
 - Bunny Rabbit Program
 - Jackrabbit Program
 - Track Attack Program
 - Biathlon Program
 - CNA Partnership
 - School Ski Program (8 schools participate; approximately 400 students in total)
 - Back-country ski tours
 - All ages instructional clinics
 - Free Yoga classes each Sunday for members
 - Free snowshoe rentals for members
- An average of over 4,000 website hits per month
- Events to be hosted during the 2016/17 ski season:
 - Snowy Owl Classic - Saturday, January 28
 - NL Provincial Master – February 4-5
 - Whaleback Memorial Loppet – Saturday, February 25
 - Newfoundland & Labrador Cross-Country Ski Marathon – Saturday, March 4



Sponsor's Impact

Whaleback Nordic has established itself as a community based organization promoting healthy life style. We strive to provide opportunities for all ages to become active by cross-country skiing and snowshoeing in winter and hiking during spring, summer and fall.

All fundraising efforts are invested back into the club and are used to manage and improve Whaleback's programs, benefiting the West Coast of NL.

Areas of expenditure include:

- Youth, adult and senior ski programs
- Trail maintenance
- Chalet operation
- Maintaining grooming equipment
- Rental equipment inventory
- Volunteer management
- Acquisition of Wi-Fi service



Sponsorship Opportunities

1. **Bronze Sponsorship - \$2,500**

Funds donated would assist with:

- Trail improvements
- New trail development
- Groomer repairs

2. **Silver Sponsorship - \$4,000**

In addition to funding allocations listed in the Bronze Level:

- Official sponsor of the 2016 Snowy Owl Classic

3. **Gold Sponsorship - \$7,500**

In addition to funding allocations listed in the Bronze and Silver Levels:

- Enlargement and improvements to present Whaleback Ski Chalet
- Acquisition of Wi-Fi service and online registration to improve member service

4. **Platinum Sponsorship - \$10,000+**

In addition to funding allocations listed in the Bronze, Silver and Gold Levels:

- Development of a new youth training program for skiers between the ages of 13-18.



Sponsor Recognition

Bronze Sponsorship Level: \$2,500

- Sponsor's logo on Whaleback Nordic's webpage
- Signage displayed in the chalet throughout the 2016/2017 ski season (provided by sponsor)
- 5 Day Passes and free rentals for employees or representatives of sponsor

Silver Sponsorship Level: \$4,000

In addition to benefits listed in the Bronze Level:

- Sponsor's name highlighted during the 2017 Snowy Owl Classic opening ceremonies
- Logo on all promotional materials for the 2017 Snowy Owl Classic promotional materials
- 1 Season Pass for employee or representative of sponsor

Gold Sponsorship Level: \$7,500

In addition to benefits listed in the Bronze and Silver Levels:

- Permanent signage/logo inside the chalet
- Logo displayed on the BR250 Groomer
- Logo on the rest hut located on the ski trails
- 1 Season Pass for employee or representative of sponsor (totaling 2 Season Passes)

Platinum Sponsorship Level: \$10,000+

In addition to benefits listed in the Bronze, Silver and Gold Levels:

- Naming rights for newly developed youth ski program
- Logo on the start and finish line banners at all major ski events hosted at Whaleback
- Logo on welcome signage in entrance of the ski park
- 1 Season Pass for employee or representative of sponsor (totaling 3 Season Passes)



Contact Details

Thank you for taking the time to review our sponsorship package. Whaleback Nordic Ski Club is dedicated to helping our partners market their brand to ensure optimal benefits for both parties.

We look forward to hearing from you to discuss sponsorship possibilities. Please feel free to contact us if you have additional questions.

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