



FERNIE ALPINE SKI TEAM

TOP PERFORMANCE - ON AND OFF THE SLOPES

Fernie Alpine Ski Team 2022/23 Sponsorship Program

The Fernie Alpine Ski Team (FAST) is one of Canada's most accomplished Alpine Ski Racing Clubs. Based out of Fernie Alpine Resort in British Columbia's Kootenay Zone, we offer a variety of ski programs for athletes ages 4 through 19 from across southeastern B.C. and Alberta. FAST is a registered non-profit alpine downhill ski club and boasts a roster of over 220 athletes competing at the local, provincial, and national level.

We have coaches that have coached for the Canadian National Team, Canada Ski Cross Team, are former Olympians, and all of them are focused on helping individual athletes to reach their full potential on and off the slopes. The FAST community has served generations of athletes as many of our former racers continue to be involved in the program as coaches, volunteers, and parents. FAST provides our athletes with year-round training opportunities with summer camps, dryland training, and pre-season training camps abroad. Our community thrives because of our coaches, athletes, volunteers, and sponsors.

Sponsors help ensure FAST remains one of the best ski clubs in Western Canada by supporting aspiring ski racers in their pursuit of athletic excellence and success in life. Sponsorship dollars help us to create a positive change to the on-hill infrastructure that transforms the level of learning we can provide our athletes.

Fundraising for the 2022-23 season will go toward new initiatives:

- FAST has embarked on a multiyear plan to build an industry unique water injection infrastructure on the Emily's and Spruce Lee runs. This system will allow our athletes to train day in, day out on some of the best conditions in the province.
- Replacement of an ageing timing system, allowing FAST to host regional and provincial races throughout the year.
- Coaching tablets and video review equipment, providing easy access to our athletes and coaches at the end of their training day.
- Continuous maintenance and replacement of the hardware (gates, drills, dye, etc.) needed to run the best race program possible.
- Medals, prizes, and awards for the Friends of FAST race series.

We deeply value the partnerships we create with our Friends of FAST sponsors and work hard to provide them with opportunities to share their branding and message. Each corporate sponsor that joins the Friends of FAST team is provided with a number of opportunities to gain exposure for their brand. Some of the opportunities include.

- Corporate logo on the FAST website homepage banner and designated sponsorship page
- Newsletters banner to our membership throughout the year

Top performance on and off the slopes



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- FAST Instagram and FAST Facebook social media features
- Corporate logo featured on the Race Sponsors Banner.
- Individual banner with your corporate logo (supplied by sponsor) displayed at Friends of FAST races and other hosted events such as the Western Ski Cross.
- Branding in key locations such as the FAST van and on merchandise worn by our athletes
- Recognition at all FAST events by announcers

A Friend of **FAST** sponsorship includes several valuable benefits and is designed to give your business maximum exposure. We have a 5-level sponsorship tier which provides an entry point for any company wishing to get involved with the club.

Please see below for the sponsor benefit table

| Level | Olympic | Downhill | Super G | Giant Slalom | Slalom |
|---|-------------------|-----------------|----------------|---------------------|---------------|
| Commitment | + \$10,000 | \$5000 | \$2500 | \$1000 | \$500 |
| Naming on major sponsorship facility (i.e. name on plaque outlining contribution to water injection system) | ✓ | | | | |
| Corporate Logo on FAST team jackets* | ✓ | ✓ | | | |
| Display individual banner with corporate logo displayed at FAST races | ✓ | ✓ | ✓ | | |
| Logo on the FAST website - rotating banner. | ✓ | ✓ | ✓ | ✓ | |
| Logo on the FAST sponsor banner | ✓ | ✓ | ✓ | ✓ | ✓ |

*Deadline is October 1st to allow sufficient time to have the sponsors put on jackets before the start of the season.

If you are interested in becoming a sponsor, please contact:

Claire O'Connor: claire@aeonian.com or **Jay Carter:** jay@theguideshut.ca

Thank you for your support!

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