



ALBERTA WORLD CUP ACADEMY

Sponsorship Information Package



See your brand come alive with Canada's top Development ski program

Experience top notch hospitality for you and your guests

Leverage on the clean and healthy image of cross-country skiing

Benefit from increased exposure leading up to the 2010 Vancouver Olympics

www.albertaworldcup.com

Alberta World Cup Academy - Overview

The Alberta World Cup Academy (AWCA) is Canada's first privately-funded high performance cross-country ski racing program designed to target all aspects of competitive sport: athletes, coaches and officials.

Founded by the Alberta World Cup Society and Alberta's two largest ski clubs, Foothills Nordic Ski Club and Canmore Nordic Ski Club, the Alberta World Cup Academy offers Canadian athletes, coaches and officials the highest level of support, enabling them to compete, deliver and organize at an international level of excellence.



OUR MISSION

To initiate and augment development opportunities in Alberta that target nationally competitive Athletes, Coaches and Officials, preparing them for subsequent levels of success

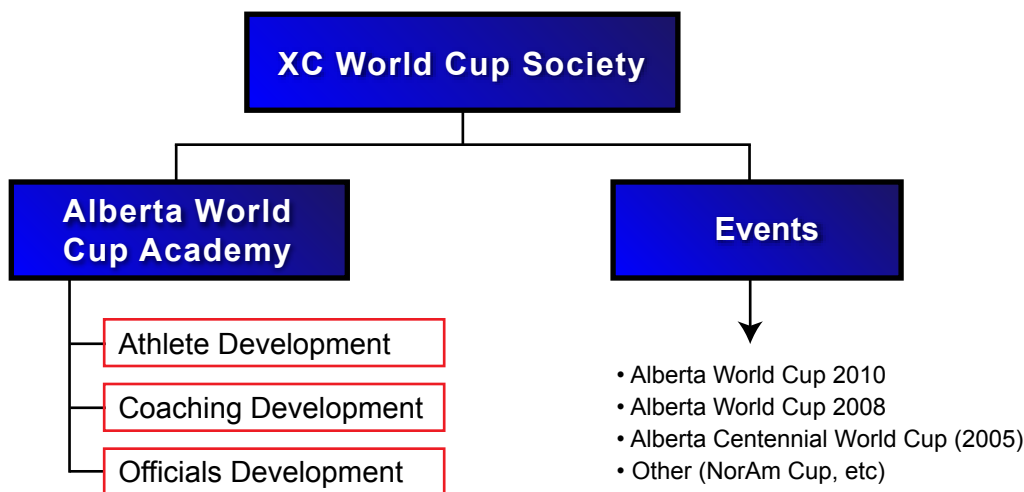
Alberta World Cup Academy - Overview

The Alberta World Cup Academy is a project of the XC World Cup Society, and is a sport development legacy resulting directly from the overwhelming success of the World Cup events hosted in Canmore in 2005 and 2008.

Within the Long-Term Athlete Development model for cross-country skiing, Alberta's ski community excels in recruiting and developing athletes at introductory and development levels.

With the closure of a National Training Centre in Canmore in 2003, a major gap was created for Alberta skiers (and the coaches and officials that support them) moving beyond these levels in pursuit of excellence on the international stage.

With the conception of the Alberta World Cup Academy, the XC World Cup Society has created a vehicle that steps forward to fill this gap. In providing direct support for athletes, coaches and officials in the "Training to Win" phase of development, the Academy has established itself as a vital piece of infrastructure within the provincial and national high performance system.



The Alberta World Cup Academy Athlete Program



The AWCA Athlete program is the first of the three initiatives to come to life. The Alberta World Cup Academy Racing Team consists of a year round high performance training and racing program, developing Canada's top athletes for international success.

AWCA athletes have access to a group of experienced ski coaches, nutritionists, strength coaches and therapists, all of whom work together to create the optimal individualized program. The Academy Racing Team's twelve-month program involves a progression from dryland training and testing camps throughout the spring, summer and fall, to a winter race schedule including national and international competitions.

In it's first year the AWCA Racing Team stormed the national and international circuits, taking a staggering 22 medals at the Canadian Championships with just 15 athletes, and qualifying 6 athletes for World Championships competition. The 2009-2010 AWCA Racing Team that aims to outdo this incredible first season is composed of twenty nationally ranked athletes, ranging in age from 18 to 31 years old. All AWCA athletes train fulltime towards achieving their individual racing goals of international podium performances.

AWCA Team 2009 / 2010

The 2009-2010 Academy Team includes Olympians, World Championship and Canadian Junior National Team skiers from across Canada. The unique blend of experienced veterans nearing the end of their careers and young talents that will make up future Canadian Olympic Teams provides a development environment not found anywhere else in Canada.

ATHLETES

Kate Brennan, 22, Ottawa, ON
Joey Burton, 19, Kamloops, BC
Chris Butler, 23, Thunder Bay, ON
Marlis Kromm, 19, Calgary, AB
Jess Cockney, 20, Canmore, AB
Brooke Gosling, 29, Canmore, AB
Sara Hewitt, 21, Calgary, AB

Annika Hicks, 19, Canmore, AB
Rhonda Jewett, 28, Canmore, AB
Gord Jewett, 31, Canmore, AB
Heidi Widmer, 18, Banff, AB
Alysson Marshall, 21, Salmon Arm, BC
Emily Nishikawa, 20, Whitehorse, YK
Lucas Jungmann, 18, Canmore, AB

Kevin Sandau, 21, Canmore, AB
Terrell Stephen, 25, Calgary, AB
Bob Thompson, 18, Woodstock, ON
Dan Roycroft, 31, Canmore, AB
Madeleine Williams, 26, Edmonton, AB
Jordan Cascagnette, 18, Penetanguishene, ON

COACHES

Mike Cavaliere, Head Coach
Christian Flury
Eric Groeneveld



2009 / 2010 Racing Program

With the goal of preparing athletes for international success, the Academy's dedicated program encompasses every aspect of athlete development. Athletes have committed to living in Canmore and Calgary, Alberta in order to access regular weekly training schedules with team coaches. Coaches Mike Cavaliere and Christian Flury work directly with each athlete to develop a specific training regime that follows testing procedures to ensure that athletes are on track towards achieving their goals. Face to face athlete-coach interaction is a daily occurrence in the Academy.

The 2009-2010 program includes the following training camp and racing schedule:

EVENT	DATES	LOCATION
Spring On-Snow Camp	May 10-18, 2009	Silver Star, BC
Physiological Testing Camp	June 23-28, 2009	Canmore, AB
Haig Glacier Camp	July 13-20, 2009	Kananaskis, AB
Dryland Olympic Preview Camp	August 10-20, 2009	Whistler, BC
Olympic Trials Preview Camp	September 23-27, 2009	Silver Star, BC
Fall Dryland Camp	Sept 28-Oct 4, 2009	Lake Louise, AB
Physiological Testing Camp	October 12-16, 2009	Canmore, AB
Early Snow Camp	November 15-22, 2009	Lake Louise, AB
US SuperTour Races	November 24-29, 2009	West Yellowstone, MT
Olympic Distance Trials	December 11-13, 2009	Silver Star, BC
Olympic Sprint and Distance Trials	December 19-20, 2009	Canmore, AB
World Junior Trials	January 1-4, 2010	Mont St Anne, QC
World Junior/U23 Championships	January 24-31, 2010	Callahan Valley, BC
Alberta World Cup 2010	February 5-6, 2010	Canmore, AB
Olympic Winter Games	February 12-28, 2010	Vancouver, BC
Canadian Championships	March 14 -21, 2010	Whitehorse, YK

* Bold text indicates Alberta World Cup Society run events

Current Sponsors & Partners

podiumwear
By: BORAH



Ski*go



SINISALO
ELPEX
ROLLER SKIS



RIGHT
TOPLAY



www.albertaworldcup.com

The Cross-Country Ski Experience

BREATH TAKING TO WATCH

HEALTH & LIFESTYLE

PASSION

DEDICATION

APPROACHABLE

PROFESSIONAL

FAST & EXCITING

www.albertaworldcup.com



How to Get Involved



The Alberta World Cup Academy is primarily supported by the legacy of the Alberta World Cups in 2005, 2008 and the coming 2010 events. Athlete fees also make up large source of operational funding. Your help is needed to ensure that the Academy can thrive in the future and continue to produce Olympians for the 2010 Winter Games in Vancouver and many Olympiad to come.

We are seeking long-term partnerships and our goals are as important as your objectives.

In the next couple of pages you will find different options that allow you to be part of the Alberta World Cup Academy. Let's meet.

Long-Term Partnerships Available

Alberta World Cup Academy Title Sponsorship

AWCA Title Sponsor - \$80,000

As the Title Sponsor of Canada's leading athlete development program in cross-country ski racing, your benefits will include:

- Exclusive AWCA naming rights: ie: The "Company X" Alberta World Cup Academy
- Dominant logo on Academy vehicles and athlete / coach clothing
 - includes parkas, casual wear, podium wear, racing suits and training attire
- Prominent presence on Alberta World Cup website
- Rights to advertise and promote your association with the Alberta World Cup Academy
- Corporate branding on all team collateral material (posters, brochures, etc.)
- Presenting sponsor of annual team launch event
- Branding presence on AWCA Coaching and Officials Development programs
- Alberta World Cup VIP room banner
- Alberta World Cup VIP package for 10 people
- NorAm Olympic Trials event banner package
- Mountain Corporate Ski Retreat
 - One night and 2 days skiing for corporate group of up to 15 (can be tailored to company objectives)
 - Attended by Academy coaches and athletes providing ski lessons each day



Becoming one with the Alberta World Cup Academy

Additional Opportunities



AWCA Development Partner - \$25,000

With this contribution, Development Partners will have access to the following benefits:

- Supporter of Academy Scholarship Program, which provides financial assistance to athletes attending the Academy
 - scholarship offsets athlete team fees
- Presence on Alberta World Cup website
- Logo on AWCA vehicles and athlete / coach clothing and apparel
- Monthly report on Academy programs and progress by email or in person
- Availability of 3 athletes for 5 corporate events throughout the year
- Academy clothing package for 2 people (ski jacket, ski pants, ski toque, ski gloves)
- NorAm event banner package
- World Cup VIP package for 2 people

Pillars of the Academy - \$10,000

These \$10,000 tax deductible contribution will be used to provide ongoing, vital programming to train the Olympians of tomorrow:

- Pillars will receive recognition on the AWCA website, as well an AWCA clothing package and a World Cup VIP package for 2

Becoming one with the Alberta World Cup Academy

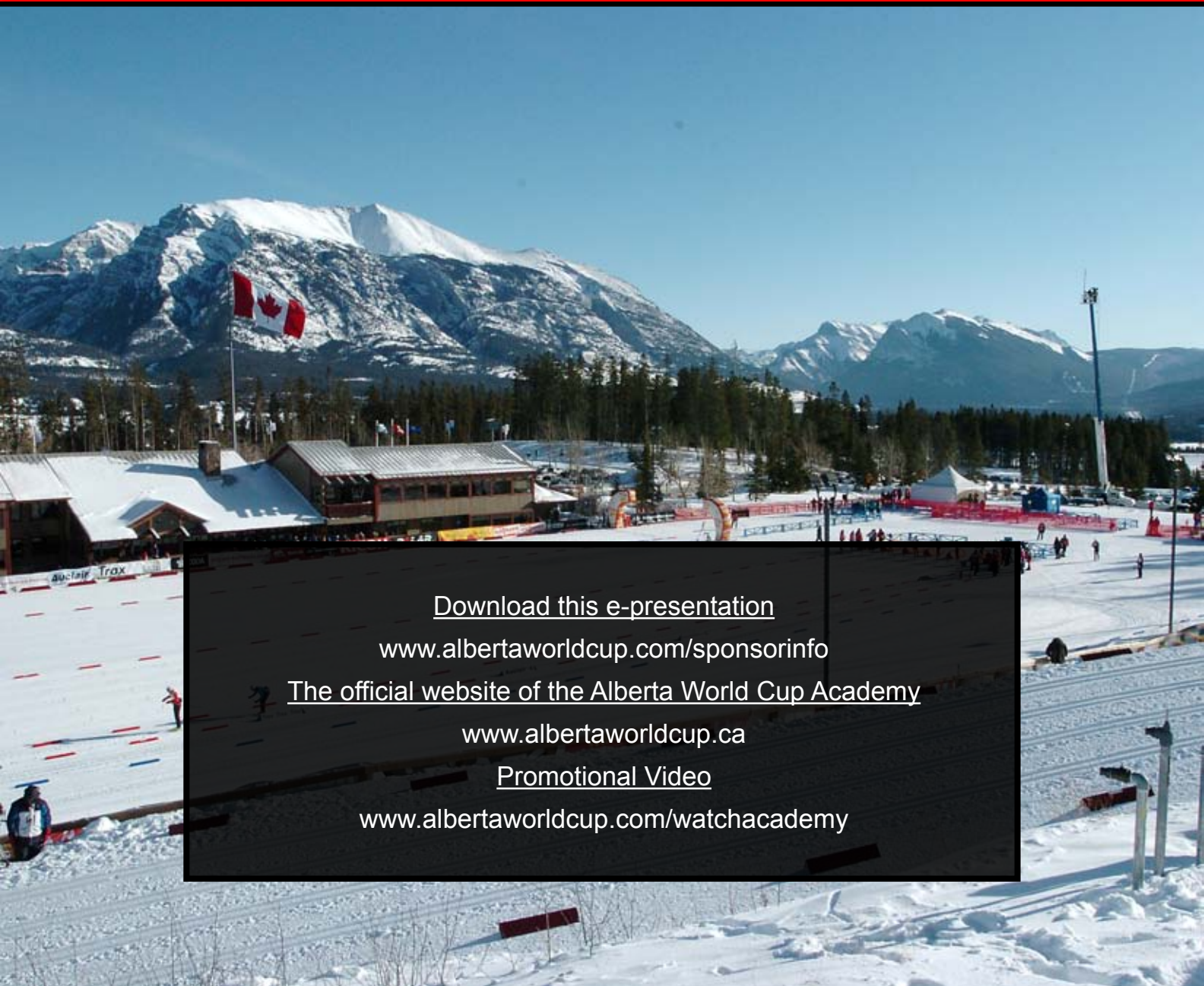
The Path to 2010 and Beyond

There is no doubt that the 2010 Winter Olympic Games in Vancouver and Whistler will be the largest and most exciting sporting event in Canadian history. Canadian athletes will have home course advantage and are on track for having some of the best Olympic results ever. While the 2010 Winter Olympics is a career goal for several Academy athletes, the program is also focused on developing athletes far beyond the upcoming 2010 Olympics.

The Alberta World Cup Academy will use the momentum gathered from the next winter Olympics to create a program that will be a national leader in fostering development of Canada's next generation of cross-country racers. While the AWCA program is in full swing, it needs support from every part of the community to continue to grow into a sustainable and successful program. The Alberta World Cup Academy is looking for support from sport industry leaders and has designed customized partnership packages to suit any supporter's needs, including exposure at the grass root level, within the North American racing circuit and in the Canadian ski community. By joining the Alberta World Cup Academy team, you will be a part of developing Canada's premier development ski program and impact the success of Canada's next generation of Olympic athletes.



Additional Information



[Download this e-presentation](#)

www.albertaworldcup.com/sponsorinfo

[The official website of the Alberta World Cup Academy](#)

www.albertaworldcup.ca

[Promotional Video](#)

www.albertaworldcup.com/watchacademy

www.albertaworldcup.com

Questions about sponsorships?



Sponsorship Inquiries

three **sixty** three

Yoen Geerits
(403) 629-9430
yoeri@threesixtythree.com

Matthew Jeffries
(403) 619-0691
matthew@threesixtythree.com

www.albertaworldcup.com