



# CANMORE 2017 WORLD PARA NORDIC SKIING WORLD CUP CANMORE, ALBERTA

DEC 8-18, 2017



# 2017 CANMORE WORLD PARA-NORDIC SKIING WORLD CUP



## THE SPORT

- The International Paralympic Committee (IPC) is the global governing body of the Paralympic Movement
- Para-Nordic athletes are classified according to their level of disability and compete in three categories - sitting, standing and athletes with visual challenges
- The World Para Nordic Skiing (WPNS) World Cup events include both cross country skiing and biathlon competitions

## THE EVENT

- December 8-18, 2017 at the world-renowned Canmore Nordic Centre Provincial Park
- Six races in ten days (three cross country, three biathlon)
- Participants: 120 of the world's best para-athletes from 13 countries, 80 coaches/staff, 70 volunteers/officials
- \$300,000 Budget
- First World Cup of 2017/18 season, and only three months prior to 2018 Pyeongchang Paralympic Winter Games

## THE SIGNIFICANCE

- Unprecedented opportunity for Canadian Paralympic athletes to qualify and succeed at the 2018 Pyeongchang Paralympic Winter Games
- Inspiring Canada's next generation of Paralympic heroes
- Outreach to adaptive organizations and community
- Community based activities including:
  - a welcome reception
  - opening ceremony
  - World Cup award banquet
  - public events involving athletes, youth and community

# PARTNERSHIP OPPORTUNITIES



## Presenting Sponsor (6 Races) - \$10,000

- Official naming rights to the entire event; sponsor's name is connected to every race in every location. Your corporate name, brand and logo will become synonymous with this inspiring international event.
- Full integration into all marketing and promotional plans, advertising and signage
- Name placement on race bibs integrated with event name
- On-site VIP hosting, Expo Space, Customized Activations, Announcer Mentions

## Cross Country Races Sponsor (3 Races) or Biathlon Races Sponsor (3 Races) - \$6000 each

- Official naming rights for all three races of either discipline at the event (cross country or biathlon). Your corporate name, brand and logo will be associated with all races in your chosen discipline.
- Full integration into all marketing and promotional plans, advertising and signage
- Name placement on race bibs of your sponsored discipline
- On-site VIP hosting, Expo Space, Announcer Mentions on race days

## Single Race Day Sponsor - \$3000

- Official naming rights for a single race (sponsor's choice, subject to availability)
- Full integration into all marketing and promotional plans, advertising and signage
- Name placement on race bib of your sponsored race day
- On-site VIP hosting, Expo Space, Announcer Mentions on race day

# PARTNERSHIP OPPORTUNITIES



## Awards Banquet Sponsor, Ceremonies Sponsor, Food/Beverage Sponsor, or VIP Tent Sponsor

- Designed for sponsors who know how exciting and inspiring this event will be, and who want to be part of the party. Help support the events that make the Canmore 2017 World Para Nordic Skiing World Cup more than just the races.
- Be a visible supporter of the event and tell the community about your passion for adaptive sport.

## Friends of the Event

- Designed for partners who want to show their support for this event with a smaller financial commitment or donation.
- Affiliate your brand with this inspiring event and establish yourself as an active supporter in the adaptive sport community

## Expo Suppliers

- Designed for retailers or companies who want to share their brand with participants and spectators, while affiliating their brand with an inspirational international event. Set up a booth and banner on site, showcase your product, and interact with spectators for the entire ten-day event.



# HOST ORGANIZATION



## WORLD PARA NORDIC SKIING WORLD CUP EVENT CONTACTS

Norbert Meier  
Event Chair

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Carly Lewis

Organizing Committee Chair

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## ALBERTA WORLD CUP SOCIETY

- Founded in 2004 to host World Cup cross country ski races and develop athletes, coaches, officials
- Hosted successful FIS and IPC World Cups 2005, 2008, 2010, 2012, 2013, 2016
- Non-profit organization; all proceeds are re-invested in the sport
- Over 250 volunteers from over 25 different communities in Alberta

[WWW.ALBERTAWORLDCUP.COM](http://WWW.ALBERTAWORLDCUP.COM)

