

Sponsorship Opportunities

Alpine Insurance

Alberta World Cup Academy





The Alberta World Cup Society provides opportunities for the development of athletes, coaches and officials in the sport of cross-country skiing and allows them to reach their full potential in the sport.



HOW do we accomplish our mission?

Academy: The Alpine Insurance Alberta World Cup Academy operates one of three National Development Training Centres in Canada. Based in Canmore and Calgary, we offer high performance coaching and programming to more than 30 athletes.

Hosting International Events: The Alberta World Cup Society hosts a World Cup event on a regular basis in Canmore. Providing international racing opportunities to our Canadian athletes, coaches and race officials. The most recent events being:

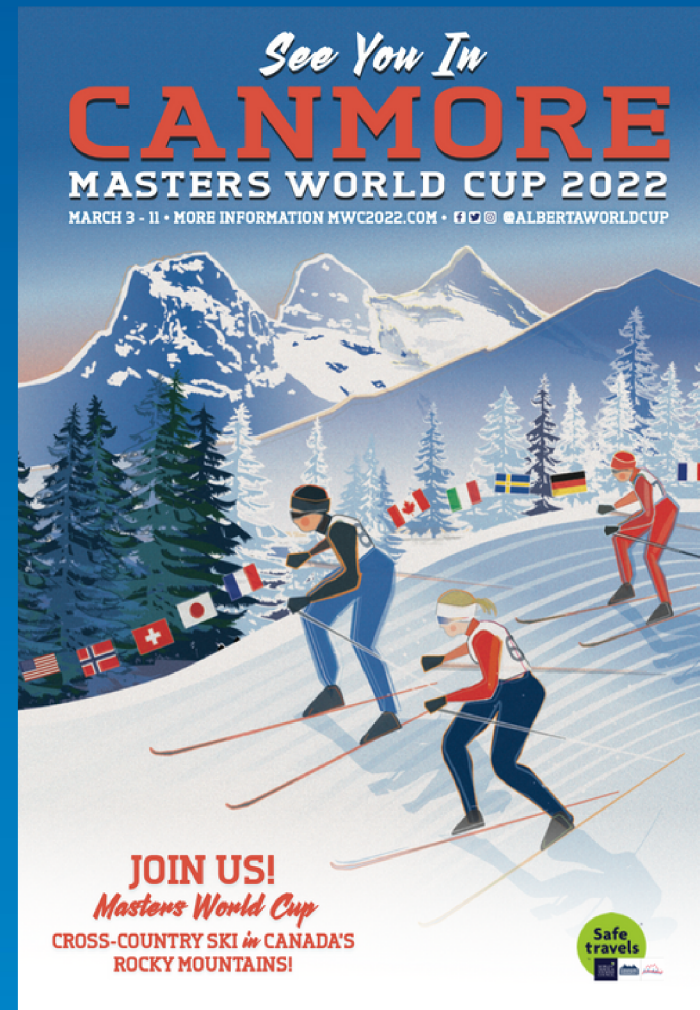
Dec 2021 World Para Nordic Skiing World Cup

March 2022 Masters World Cup

Feb 2024 FIS World Cup



Previous International Race Events



14,000+ Live Spectators | Over 32 Million Viewers of the Event (TV / Online)
VIP Experiences | Free Events | Nordic Market Fair



With your help...

We will continue to send Academy Athletes to International cross-country ski and biathlon races, representing Canada worldwide at World Cup Races, Championships, and Olympic Winter Games.



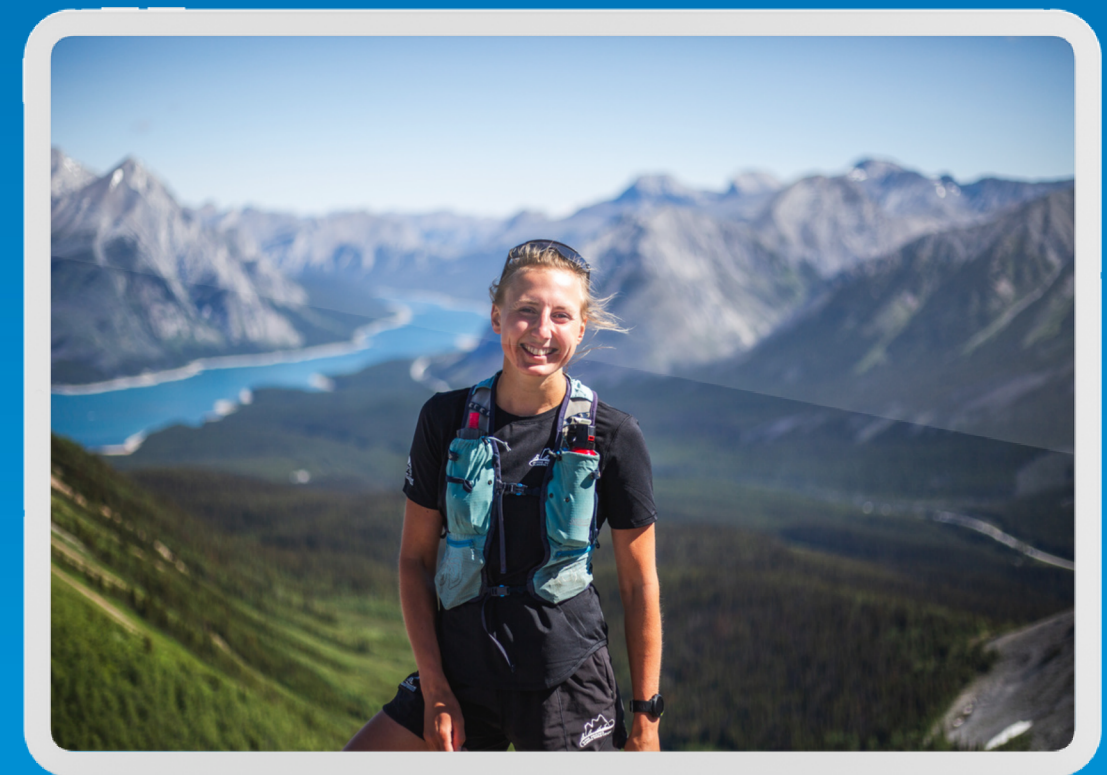
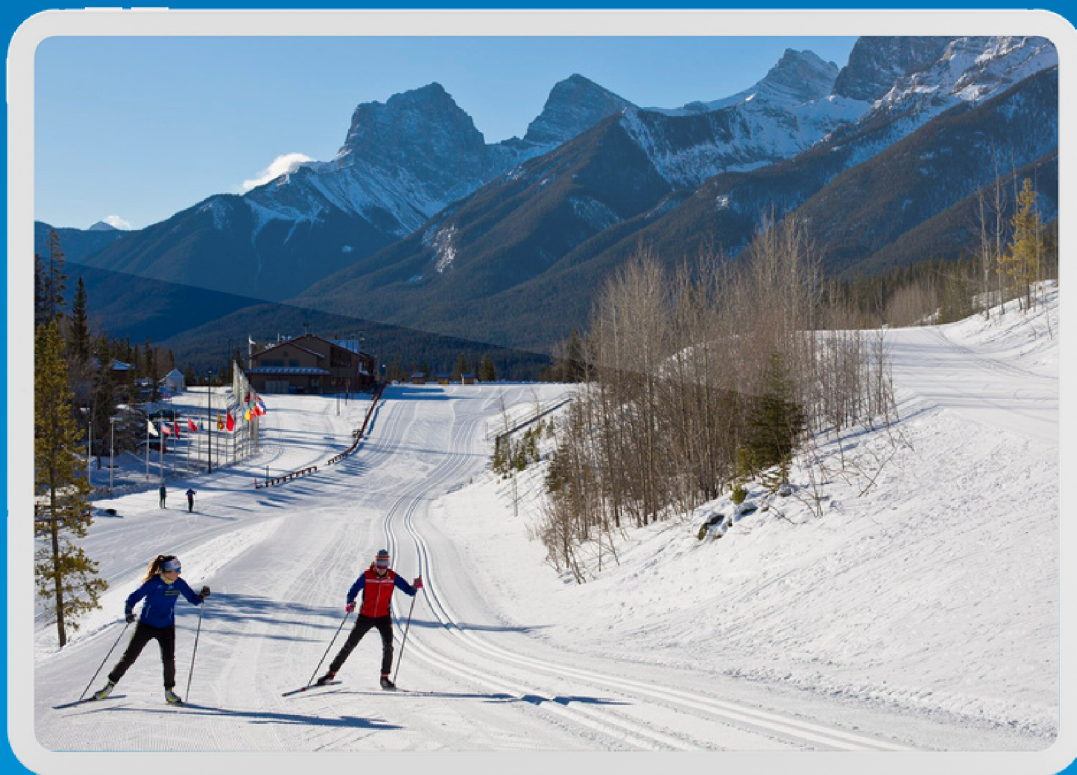
With your support...

We are able to continue to offer our Train & Study program based at the University of Calgary, keep a third full-time development coach employed, and ensuring year-round coaching, development and support for up to 30 high-performing athletes now and in future years.



With your support...

The Alpine Insurance Alberta World Cup Academy will continue to be one of the main Training Centres for Cross-country Skiers in Canada, attracting talent, coaches, officials, families and friends to the Canadian Rockies.



Branding / Logo placement - Vehicles

Your promotion on our van and trailer, transporting athletes to training, races, and camps. Hence, providing a great opportunity for exposure to communities in AB, BC, and some northern states of the US.



Home base - Bow Valley Corridor

- Van 1 - Calgary
- Van 2 - Canmore

Travel plans for 2023-24 season (2024-25 TBA):

- AB: Edmonton, Lake Louise
- BC: Kimberley, Whistler, Vernon, Revelstoke
- USA: Considered - Duluth MN, Sun Valley ID, Jackson Hole, WY

(Placement and sizing to be discussed.)



Branding / Logo placement - Clothing

Promotion on all Summer and Winter Training & Racing Team Clothing
(Placement and size to be discussed.)



Digital Marketing

Website | www.albertaworldcup.com*

- Opportunity for targeted Promotion-booking code / Branding on the Home Page.
- The inclusion of a Call to Action button.
- Additional recognition as a main partner on Academy sponsor pages.



Social Media Promotion

Sharing of stories, promotions/booking code, contests and projects through our social media channels.

Social Media

Facebook | facebook.com/albertaworldcup
(1.1K Followers)

Instagram | albertaworldcup
(1.8K Followers)

Twitter | @AlbertaWorldCup
(1.13K Followers)

Newsletters
(1-2 monthly | 2.1K subscription base | 54% Email Open Rate)

