



Whistler Olympic Park
February 25, 2012

Sponsorship Package



Over 500 participants signed up to race through old growth forest and over Madeley Creek at the inaugural Sigge's P'ayakentsut Cross country Ski Event in February 2011 at Whistler Olympic Park. The race day consisted of three distance loppets for adults and older teens, a ski-cross for youth and a ski tournament for children. Racers came from Latvia, Oregon, Washington, Minnesota, Quebec, Ontario, and of course BC, to make the Sigge's P'ayak the largest loppet in BC in 2011. The event sold out a week before race day, and organizers plan to expand capacity to 1,000 for 2012.

The event is organized by members of local ski clubs from Vancouver to Pemberton, and is supported by Cross Country B.C. and Cross Country Canada.

Sponsorship support was instrumental in making our first year an amazing success. We have kept our sponsorship criteria low in order to continue building that support from the ski industry and local community businesses. It is our intention for the Sigge's P'ayak to become a premier international cross country event.

Please see the attached overview to learn more about the Sigge's P'ayak and how your company can be a part of the Olympic legacy.

Sincerely,

Dirk Rohde
Event Chair
P'ayakentsut



P'ayakentsut crest design by Corrine Hunt, co-designer of the 2010 Winter Olympic and Paralympic Games medals



Sponsorship Levels

Sponsorship Levels	Base Amounts ¹	Full Title Benefits ²	Logo on Participant Bibs	Signage at Finish Line	Signage in Stadium	Website (listed by level) ³	Information in Registration Bags	Start List and Results	Listing in Promotional Materials ⁴
Title	\$25,000	Yes	Yes (key placement)	Yes	Yes	Name, logo, description and link; logo/link on home page	Yes	Yes	Logo - key placement
First Gold	\$2,500 cash and \$5,000 in kind	-	Yes	Yes	Yes	Name, logo, description and link	Yes	Yes	Logo
Gold	\$5,000	-	-	Yes	Yes	Name, logo, description and link	Yes	-	Logo
Silver	\$2,000	-	-	-	Yes	Name, logo and link	Yes	-	Logo
Bronze	\$1,000	-	-	-	Yes	Name, logo and link	-	-	Logo
Friends	\$500	-	-	-	-	Name, logo and link	-	-	Name
Supporter	\$200	-	-	-	-	Name and logo	-	-	Name

1. Sponsorship may come in the form of either monetary donations or other in-kind support, such as product or service donations.
2. Title benefits include partner name as part of the event name, and future preference as the event grows into a world-wide event. Other possible title benefits can be discussed with potential sponsors.
3. Website is www.payak.ca.
4. Promotional materials may include flyers, radio announcements and mention by the announcer several times at the event (before, during and after the start of the loppets and other events).

We are open to additional suggestions and would be happy to meet with you in order to customize a plan in order to meet your specific needs as a sponsor and partner. Contact us (see last page) if you wish to arrange on-site demos or booths during the event.

Title Sponsor

The logo for Sigge's, featuring the word "Sigge's" in a large, blue, stylized font with a white outline.



Fact Sheet

We are excited to be able to take advantage of the world-class ski trails at Whistler Olympic Park, home of the 2010 Winter Olympic and Paralympic Nordic Events, to offer the P'ayakentsut.

About the Event

The P'ayakentsut ("P'ayak") is destined to become a premier international loppet that will attract skiers world-wide.

Starting with the venue itself and its location in one of the most beautiful parts of the world, we plan on offering a unique event like no other offered in B.C. or Canada. This will be an event for racers, leisurely skiers, families and kids.

For adults there will be various loppet ("citizen's race") distances. The P'ayak 50 will draw those high-level competitors that want a long, marathon-length event. The P'ayak 30 is for those that still want to ski competitively but perhaps not such a long distance. The P'ayak 15 is a more leisurely distance that targets those that may not be particularly competitive or just want the challenge and enjoyment of participating in a ski loppet. These will all be free technique events (skiers' choice of the skating or classic technique).

Older teens aged 15 to 17 will ski the P'ayak Youth 15 and younger teens aged 12 to 14 will take part in the P'ayak Youth Skier Cross. For younger children aged 4 to 11, there will be the P'ayak Kids Tournament, a series of fun on-snow and skiing activities.

We will also offer Para-Nordic categories, with a tracked course for sit-skiers.

The P'ayak will be working to include First Nations youth. The event name itself is a Squamish Nation word meaning "A place to train oneself physically".

Over the next few years, we plan to develop the P'ayak into a world-class event. As we grow, we expect to draw skiers from all over the world.



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Event Promotion

A key promotional tool is the internet. This includes the event website (www.payak.ca), which is set up to do RSS feeds, and the Facebook group "The P'ayakentsut". Five local host clubs will be placing links on their website to the P'ayak website.

A full-page advertisement for the P'ayak will appear in the 2011/12 edition of the Cross Country B.C. Ski magazine, which is distributed to every member of Cross Country B.C. The event will be listed in the Get Out There magazine, which will be distributed at the P'ayak. It will also be listed in the calendars of various local clubs and on the Whistler Olympic Park website Events page.

News releases will be sent to television, radio and print outlets. We will investigate the possibility of e-mail campaigns through our partners (see below) in order to promote the event. We will also be looking into arranging a partnership with a local radio station and further promotion through various Nordic publications.

The P'ayak has partnered with Garibaldi Springs Executive Inn as the preferred accommodation in Squamish.

In addition, the following organizations have offered their support to help promote the P'ayak:

- Cross Country British Columbia (CCBC)
- Cross Country Canada (CCC)
- Whistler 2010 Sport Legacies
- B.C. Nordic – www.bcnordic.com
- Tourism Whistler

CCBC and CCC see this as an important event in order to ensure that the legacy of 2010 continues. CCBC will be sending out regular e-mails to its members in order to build up the event.



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Number of Participants

Given the success in 2011 of reaching maximum capacity, the organizing committee estimates that there will be no problem achieving registration numbers of at least 500 participants, and have set a limit of 1,000 for 2012. Loppets are popular in British Columbia, with the Cariboo Marathon in 100 Mile House drawing well over 1000 skiers at its peak and the Reino Keski-Salmi Marathon in Salmon Arm attracting over 400 skiers last season. We expect the draw of the former Olympic venue will also have a positive impact on numbers.

The following local clubs, from Vancouver to Pemberton, have pledged support for this event:

- Hollyburn Cross Country Ski Club (Vancouver) – www.hollyburnxc.ca
- Nordic Racers Ski Club (Vancouver) – www.nordicracers.bc.ca
- Squamish Nordic Ski Club – www.squamishnordic.ca
- Whistler Nordic Ski Club – www.whistlernordics.com
- Spud Valley Nordic Association (Pemberton) – www.spudvalleynordics.ca

All these clubs have representatives on the organizing committee. The Hollyburn Cross Country Ski Club, which has the largest (children's) Skill Development Program in B.C., has integrated the P'ayak into their program. Promotion by these clubs alone should account for a large percentage of the participants given the combined total membership of well over 1000 members.

In addition to the participants, coaches, family and friends that will be at the venue, we expect approximately 100 to 150 volunteers to help in making this event a success. This will include everyone from those with officiating experience at the Olympics to those who just want to help out wherever they can.

About the Venue

Located in the beautiful Callaghan Valley, with its views of the nearby Coast Mountains, Whistler Olympic Park (www.whistlerolympicpark.com) was the venue for the 2010 Olympic and Paralympic Winter Games Nordic sports. It is located 16 kilometres southwest of Whistler (only about a 20 minute drive), 50 kilometres north of Squamish and 115 kilometres north of Vancouver. It was the first Olympic venue to host all three Nordic sports (cross country skiing, ski jumping and biathlon) at a single site, resulting in excellent facilities for hosting any top level Nordic event.



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In addition to the stadiums and technical buildings at each site, the ski trails range from beginner-level to Olympic caliber. Skiers travel through the rain forest trails of Norwegian Woods or on the Top of the World trail with its spectacular views of the Black Tusk and neighbouring Coast Mountains. With the addition of the Callaghan Country trails that Whistler Olympic Park also maintains, over 90 kilometres of ski trails are available for skiing.

Balmy moist coastal air moves up over the glaciers of Brandywine, Metal Dome and Powder Mountains, where the air becomes very cold, supplying a natural snowpack and greater snowfall averages than the nearby areas. Weather records over the past several years have seen an average snow base of 191 centimetres during February, with even lower snow El Niño seasons having a limited effect on the Callaghan Valley. And the milder coastal weather ensures that it is rarely too cold for a ski outing.

The venue is now operated by the Whistler 2010 Sport Legacies (www.whistler2010sportlegacies.com), whose goals are in line with those of the P'ayak. This includes encouraging high-performance sport development, inspiring youth and First Nations involvement and fostering healthy lifestyles through the provision of community recreation opportunities.

The Impact on Our Local Communities

This event will have a tremendous positive impact to the local communities. Those coming from the interior of B.C., Alberta or Washington will require overnight stays in either Squamish or Whistler. Even those coming from the Lower Mainland often make stops along the way or may prefer to spend the night closer to the event. We expect many to arrive early or spend extra time after the event to enjoy the local amenities.

We plan on promoting the local beauty and the abundant recreational opportunities that are available, not only in Whistler Olympic Park itself, but also in the local communities.

As the event grows internationally over the coming years, the economic benefits will increase accordingly.



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A few facts about cross country skiers

More than 1.5 million Canadians strap on their cross country skis each year and venture out into snow-hushed woods for play, health, fitness and adventure. According to Government Statistics, that is twice as many as play hockey! Nordic skiing remains one of the top family outdoor activities practiced by most Canadians. Beyond recreation, Nordic skiing conveys grace, fitness, and pure exhilaration.

Cross Country Skier Profile (Canada):

- 54% of skiers are women
- 45% of skiers are ages 35-54
- 13% of skiers are over 55
- 41% of skiers are college educated
- 49% of skiers have household incomes in excess of \$50,000



Tourism Whistler

For more information about the P'ayak, please contact:

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