



Sigge's

P'AYAKENTSUT

cross country ski event

2014 SPONSORSHIP PACKAGE



Get on your mark, because our sport's grandfather, Sigge himself, may be there to start the first wave of the race!



Open Letter to Sponsors

It's only four years old, and the Sigge's P'ayakentsut Cross Country Ski Event at Whistler Olympic Park is already the largest loppet (citizen race) in BC, and growing! The success of the Sigge's Payak is a reflection of the growth in interest in nordic skiing, a truly family focused sport for life.

This year, we are targeting for 800 participants over two days, February 22 and 23, 2014. The loppet will be held on February 22, with the kids and youth events taking place the following day.

In 2013, nearly 700 participants either raced or took part in the youth ski-cross for youth or the kids' ski tournament. The Sigge's Payak youth and children events are unlike any other, focusing on fun and rewarding effort and participation. The race routes cover the Olympic trails as well as the recreational trails that traverse beautiful old growth forests and provide breathtaking views of Black Tusk and the Coast Mountain range.

The loppet drew racers from across BC, in addition to Quebec, Ontario, Newfoundland, Washington State, Oregon and Vermont to tackle the 15, 30, and 50 kilometre distances.

Sponsorship support was instrumental in making our first three years an amazing success. The Sigge's Payak is the most highly prized race of its kind in Canada, thanks to the ongoing support of industry like Salomon, Fischer and Swix and community supporters like Nesters. We have kept our sponsorship criteria low in order to continue building that support. It is our intention for the Sigge's Payak to grow to over 1,000 racers and become a premier international cross country event, attracting a mix of skiers from all over the world to the Sea to Sky Corridor.

The Sigge's Payak is organized by Callaghan Valley Cross Country, an amalgamation of the cross country ski clubs from Vancouver to Pemberton, and is supported by Cross Country B.C. and Cross Country Canada. The name P'ayakentsut is a Squamish Nation word meaning "A place to train oneself physically."

Please see the attached overview to learn more about the Sigge's Payak and how your company can get involved in the growth of this exciting event, and be a part of the Olympic legacy.

Sincerely,

A handwritten signature in black ink, appearing to read "Dirk Rohde".

Dirk Rohde
Event Chair
Sigge's P'ayakentsut



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



Racers head out onto the snowy course at the start of the second annual Sigge's Payak.

About the Event

The Sigge's P'ayakentsut (Payak) 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 offer an event like no other in the country. It is a fun event for racers, leisurely skiers, families and kids.

For adults there are various loppet (citizen's race) distances. The 50 kilometre race draws high-level competitors that want a long, marathon-length event as well as skiers looking to test themselves and their fitness. The 30 kilometre course is for those that want to ski competitively but shorter distance. The

15 kilometre event is a more leisurely distance that targets beginners, or those that are less competitive and just want the challenge and enjoyment of participating in a ski loppet. These are all free technique events (skiers' choice of the skating or classic technique).

Older teens aged 15 to 17 will ski the 15 kilometre distance and younger teens aged 12 to 14 will take part in the ski cross. For younger children aged 5 to 11, there is a kids' tournament, a series of fun on-snow and skiing activities. We also offer Para-Nordic categories, with a tracked course for sit-skiers.



Fact Sheet

Event Promotion

A key promotional tool is the Internet. This includes the event website (www.payak.ca), which is set up to do RSS and twitter feeds, and the Facebook group "The P'ayakentsut". Five local host clubs, with over 1,000 members, will be placing links on their website to the Sigge's Payak website.

A full-page advertisement for the Payak will appear in the 2013/14 edition of the Cross Country B.C. Ski magazine, which is distributed to every member of Cross Country B.C. It is also listed in the calendars of various local clubs and on the Whistler Olympic Park (WOP) website. News releases are sent to Sea to Sky area television, radio and print outlets and our partners to promote the event.

The Payak 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 Payak:

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

CCBC and CCC view this as an important event in order to ensure that the legacy of 2010 continues. CCBC sends out regular emails reminders to its members to promote the event.

Impact on Local Communities

This event has a tremendous positive impact to the local communities. Those coming from the interior of B.C., Alberta or Washington require overnight stays in either Squamish or Whistler. Even those coming from the Lower Mainland 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.

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



Volunteers enjoy a laugh at the finish line



Kids showing the true spirit of fun competition in the kids' tournament.



Number of Participants

Given the growing popularity of the Sigge's Payak, the organizing committee are optimistic that registration will reach 800 for 2014. 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.

The following local clubs, from Vancouver to Pemberton, with a combined membership of over 1,000, have pledged support for this event:

- Hollyburn Cross Country Ski Club (Vancouver) – www.hollyburnxc.ca
- Nordic Racers Ski Club (Vancouver) – www.nordicracers.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 Sigge's Payak into their program.

In addition to the participants, coaches, family and friends that will be at the venue, we rely on approximately 125 to 150 volunteers to help make this event a success.

A Few Facts about Cross Country Skiers

According to government statistics, 1.5 million people strap on the skinny skis every year. That is



This viking knows how to have fun!

twice as many as play hockey! Nordic skiing remains one of the top family outdoor activities practiced by most Canadians.

Cross Country Skier Profile (Canada):

- 54% of skiers are women
- 45% of skiers are ages 35-54
- 13% of skiers are over 55
- 56% of skiers have post secondary educations
- 54% of skiers have household incomes in excess of \$75,000
- Over 1.2 million Canadians over the age of 12 participated in cross-country skiing in 2010, an increase of 26% over 2009 figures
- Cross country ski equipment sales reached \$8 million in 2010 and grew at a rate of 17% between 2005 and 2010

According to recent market surveys, cross country skiing is one of the most popular and fastest growing sports in Canada. Over 1.5 million Canadians over the age of 12 participated in cross-country skiing in 2010, an increase of 26% over 2009 figures.



About the Venue

Located in the beautiful Callaghan Valley, with 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 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.

In addition to the stadiums and technical buildings at each site, the ski trails range from beginner-level to Olympic calibre. 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.

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





Sponsorship Levels

First Gold Sponsor - \$7,500+ (one only)

(a portion of this must be cash or equivalent)

- Industry exclusivity at the Gold Sponsorship level
- Web Presence
 - Prominent recognition on Sigge's Payak website as a First Gold Sponsor
 - Link exchange between sponsor's site and www.payak.ca
 - Logo on race notice, zone 4 registration page and volunteer registration pages
- Banners = maximum 6 side hanging and 6 flag banners on-site for duration of the competition, provided by sponsor
- On Site Display/Sales
 - Available with sponsor supplied facility, maximum four 10 by 10 foot tents
- Presence during race day
 - Company logo on all loppet race bibs
 - Acknowledgement by official announcer
- Mention in media releases prepared by organizing committee
- Sponsor/Partner Recognition Board
- Participation in awards ceremony
- VIP site accreditation (4) – includes lunch and VIP parking

Gold Sponsor – \$5,000 +

- Web Presence
- Prominent recognition on Sigge's Payak website as a Gold Sponsor
 - Link exchange between sponsor's site and www.payak.ca
 - Logo on race notice, participant and volunteer registration pages
- Banners = maximum 6 side hanging and 6 flag banners on-site for duration of the competition, provided by sponsor
- On Site Display/Sales
- Available with sponsor supplied facility, maximum three 10 by 10 foot tents
- Presence during race day
- Acknowledgement by official announcer
- Mention in media releases prepared by the organizing committee
- Sponsor/Partner Recognition Board
- VIP site accreditation (4) – includes lunch and VIP parking



First Silver Sponsor - \$3,000+

(a portion of this must be cash)

- Industry exclusivity at Silver Sponsor level
- Web Presence
 - Prominent recognition on Sigge's Payak website as a Silver Sponsor
 - Link exchange between sponsor's site and www.payak.ca
 - Logo on race notice, participant and volunteer registration pages
- Banners = maximum 5 side hanging and 5 flag banners on-site for duration of the competition, provided by sponsor
- On Site Display/Sales
 - Available with sponsor supplied facility, maximum three 10 by 10 foot tents
- Presence during race
 - Acknowledgement by official announcer during race
- Mention in press releases prepared by the organizing committee
- Sponsor/Partner Recognition Board
- VIP site accreditation (2) – includes lunch and VIP parking

Silver Sponsor - \$2,000+

- Web Presence
 - Prominent recognition on Sigge's Payak website as a Silver Sponsor
 - Link exchange between sponsor's site and www.payak.ca
 - Logo on race notice, participant and volunteer registration pages
- Banners = maximum 4 side hanging and 4 flag banners on-site for duration of the competition, provided by sponsor
- On Site Display/Sales
 - Available with sponsor supplied facility, maximum two 10 by 10 foot tents
- Presence during all race days
 - Acknowledgement by official announcer during race
- Mention in press releases prepared by the organizing committee
- Sponsor/Partner Recognition Board
- VIP site accreditation (2) – includes lunch and VIP parking



Bronze Sponsor – \$1000 +

- Web Presence
 - Prominent recognition on Sigge's Payak website as a Bronze Sponsor.
 - Link exchange between sponsor's site and www.payak.ca
- Banners = maximum 2 side hanging and 2 flag banners on-site for duration of the competition, provided by sponsor
- On Site Display/Sales
 - Available with sponsor supplied facility, maximum one 10 by 10 foot tent
- Presence during all race days
 - Acknowledgement by official announcer as Bronze Sponsor
- Sponsor/Partner Recognition Board
- VIP site accreditation (2) – includes lunch and VIP parking

Support Team – \$100+

- Web Presence
 - Prominent recognition on Sigge's Payak website

NB - Sponsors must be confirmed by February 1, 2014 to ensure placement on Sponsor/Recognition Boards

NB- Sponsorship can be provided in kind (goods/services) or in cash. Goods and services must be relevant to the event. There will be a 25% discount for cash only contributions. (ie – \$10,000 in goods/services or \$7,500 in cash).

NB – Industry exclusivity is guaranteed only at the Title, First Gold and First Silver levels.

For more information about the Payak, please go to: www.payak.ca

Sherryl Yeager

Marketing and Sponsorship Coordinator

Phone: 604-730-1806

E-mail: sponsorship@callaghanxcski.ca

Dirk Rohde

Event Chair

Phone: 604-942-6410

E-mail: info@payak.ca

1854 Langan Avenue,

Port Coquitlam, B.C. V3C 5K2