

SPONSORSHIP PACKAGE

COAST
OUTDOORS



February 26, 2022
Whistler Olympic Park
British Columbia, Canada



Racers head out onto the snowy course at the start of the Coast Outdoors Payak.

About the Event

The Coast Outdoors P'ayakentsut (Payak) Loppet at Whistler Olympic Park is destined to become a premier international loppet attracting cross-country skiers world-wide. The venue is in one of the most beautiful parts of the world, and the trails are world class. The Payak is a citizen's race with a focus on fun for everyone – including families and children.

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

The 15 km event is a more leisurely distance that targets beginners, or those that just want the challenge and enjoyment of participating. These are all free technique events (skier's choice of the skating or classic technique).

Older teens aged 15 to 17 can ski the 15 km distance. There is a 5 km mini-loppet for youth aged 5 to 12. Parents may escort the smallest skiers. There are also Para-Nordic categories, with a tracked course for sit skiers.

The Payak is organized by Callaghan Valley Cross Country (CVXC) an event hosting society.

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 on the Facebook page "The P'ayak." Five local host clubs, with combined membership of over 1,000 skiers, will place links on their websites to the Coast Outdoors Payak website.

The Payak will be 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)
- Nordiq Canada (NC)
- Whistler Sport Legacies
- B.C. Nordic
- Tourism Whistler

CCBC and NC view this as an important event to ensure that the legacy of the 2010 Olympic and Paralympic Winter Games 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 BC, Alberta, Oregon and Washington state require overnight stays in 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. Many arrive early or spend extra time after the event to enjoy the local amenities.

As the event grows, the economic benefits will increase.



Congratulatory greetings at the finish...



Young participants all earn a cookie medal! The best!



Number of Participants

Given the growing popularity of the Coast Outdoors Payak, the organizing committee expects registration to reach 800 in the near future. The record attendance of over 700 in 2018 was reflected in 2021 when the Payak had over 450 registrations for its virtual event due to the strong culture the event has developed.

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

Hollyburn Cross Country Ski Club (Vancouver)
Nordic Racers Ski Club (Vancouver)
Whistler Nordic Ski Club
Spud Valley Nordic Association (Pemberton)
Sea to Sky Nordics (Squamish)

All these clubs have representatives on the organizing committee.

In addition to the participants, coaches, family and friends that will be at the venue, we rely on 100 volunteers to help make this event a success.

A Few Facts about Cross-Country Skiers

The need to get outside during the Covid-19 pandemic fueled an enormous surge in participation in Nordic skiing. It's a safe way to exercise and is inherently socially distanced with those long skis! Even before the pandemic, according to government statistics, 1.5 million people strapped on the skinny skis every year. That was twice as many as who play hockey!



This Viking knows how to have fun!

Cross Country Skiers Profile

- 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, 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.

The ski trails range from beginner level to Olympic caliber. Skiers travel through the rain forest trails of Norwegian Woods, wide open Twilight Meadows, and the Top of the World trail with

spectacular views of Black Tusk and the 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.

Over the past several years there has been an average snow base of 191 centimetres during February. Even lower snow El Niño seasons have 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 Whistler Sport Legacies (www.whistlersportlegacies.com), whose goals align with those of the Coast Outdoors 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 Coast Outdoors 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
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- 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 Coast Outdoors 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 Coast Outdoors 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 Coast Outdoors 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 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



Bronze Sponsor – \$1000 +

Web Presence

- Prominent recognition on Coast Outdoors 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 Coast Outdoors Payak website

NB - Sponsors must be confirmed by February 1, 2022 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.
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

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