

COAST
OUTDOORS



February 28, 2026
Whistler Olympic Park
British Columbia, Canada

Sponsorship Package



EVENT INFO

ABOUT THE PAYAK

The Coast Outdoors P'ayakentsut (Payak) Loppet at Whistler Olympic Park is markedly becoming a premier international loppet, attracting cross-country skiers world-wide.

A loppet is a long-distance XC ski event, and The Payak offers various loppet distances to cater to skiers of diverse abilities.

As a “citizen’s race” (meaning anyone can participate!), The Payak has a focus on fun for all skiers and all ages.

Participant engagement at The Payak goes beyond simply being a nordic ski event, with the addition of raffles, costume contests, skier age categories that range from 5 to 75 years of age, and sponsor engagement in our racer village.

Set in the beautiful Callaghan Valley, Whistler Olympic Park is one of the most beautiful cross-country ski locations in the world, and was the host venue for the 2010 Olympic and Paralympic Winter Games nordic sporting events. It boasts trails appropriate for beginner to Olympic-level skiers. The Payak is organized by Callaghan Valley Cross Country (CVXC), a hosting society.

The Payak attracts a wide participate group - from highly competitive athletes, to your average Nordic enthusiast, with ages ranging from young kids to seasoned skiers.

We're thrilled to be able to put on an event that truly caters to everyone!



OUR DEMOGRAPHIC

Cross-country skiing is one of the most popular, and fastest-growing, winter sports in Canada, with over 1.5 million Canadians participating in nordic skiing, annually.

At The Payak, the majority of participants are between the ages of 35-54. Roughly 10% of racers are 55+, and our youth and young adult participation is growing every year.

Our gender split is similar to national trends, with **roughly 35-50% of Payak participants identifying as female.**

In Canada, >50% of nordic skiers have a post-secondary education and household incomes greater than \$75K. **The nordic skiing community is an affluent customer group for sponsors to engage with.**



THE PAYAK - RACE CATEGORIES

All distance categories are **free technique events** (skier's choice of the skating or classic technique).

We pride ourselves on offering **Para-Nordic categories**, with a tracked course for sit skiers.

Multiple race distances allow participants to choose a distance that suits their competitive desires. Skiers can choose from **50km, 25km, or 15km courses.**

A **5km mini-loppet** is available for youth skiers aged 5 to 12 (parents may escort the smallest skiers).



PAYAK PARTICIPATION & REACH

The Payak consistently attracts over 500 racers.

With the growing interest in Nordic skiing we expect participation to increase in the coming years. Our current maximum event registration is 750 racers.

The opportunity for onsite and digital engagement with skiers and spectators is high.

The Payak engages **100+ volunteers** who help to put on an excellent event, and also reaches an **additional estimated over 500 spectators** on race day (coaches, families and friends, and other Whistler Olympic Park guests).

Reach through event advertising is anticipated at >5000 nordic ski community members and recreational cross-country skiers in BC, with additional promotional efforts stretching to neighbouring provinces and states.



EVENT PROMOTION

Event information about **The Payak reaches thousands of residents and avid recreators** using digital promotion (social media and e-newsletters), print, and radio ads throughout the winter months leading up to the event.

The Payak's event website (www.payak.ca) holds all of our event information, and registration platform. You can also find us on Instagram, and Facebook.

A key event in the Sea to Sky nordic community, **local clubs promote The Payak throughout the year** online and through word of mouth to their +1000 nordic ski club members. Our event organizing team also **engages directly with clubs outside of the sea-to-sky corridor** to encourage registrations from out of town.

Additional promotion occurs through **partner channels**, which view The Payak as an event carrying the legacy of the 2010 Olympic and Paralympic Games. Key supporters are listed below:

- Whistler Olympic Park (WOP)
- Whistler Sport Legacies
- Tourism Whistler
- Nordiq Canada (NC)
- Cross Country British Columbia (CCBC)
- BC Nordic



New to skiing or seasoned, young or old, there's something at The Payak for everyone, no matter what your age or skill level



Payak participants take part in our costume category, where prizes are awarded for the best dressed skiers



Push your own limits - choose the distance that's right for you

SPONSORSHIP LEVELS



Title Sponsor - \$10,000+

(\$8,000 minimum cash contribution)

- **Industry exclusivity** (if confirmed prior to September)
- Prominent **logo recognition as Title Sponsor** on Payak website (linked to sponsor site)
- Logo on **racer bibs ; racer swag item; race notice ; racer and volunteer registration pages; all racer newsletters**
- Up to **four (4) 10 x 10 foot tents** on event day for onsite display/sales
- Up to **eight (8) hanging banners and eight (8) flags** displayed during competition, outside of display area - provided by sponsor
- **Minimum five (5) event day mentions** (Title Sponsor recognition at comp & podiums)
- **Ten (10) racer entries** for industry and contesting giveaways
- **Five (5) VIP site accreditations** - includes VIP parking and lunch
- **Two (2) dedicated Title sponsor announcements** in newsletter and on social media
- **One (1) dedicated Title sponsor post on social media**
- Inclusion of **two (2) promotional offers** to all racers in pre-race digital information package
- **Minimum ten (10) social media mentions in event lead-up** - combination of static & stories
- **Minimum four (4) social media mentions in event wrap-up** - combination of static & stories

Platinum Sponsor - \$7,500+

(\$5,000 minimum cash contribution)

- Prominent **logo recognition as Platinum Sponsor** on Payak website (linked to sponsor site)
- Logo on **racer bibs ; race notice ; racer and volunteer registration pages; all racer newsletters**
- Up to **three (3) 10 x 10 foot tents** on event day for onsite display/sales
- Up to **six (6) hanging banners and six (6) flags** displayed during competition, outside of display area - provided by sponsor
- **Minimum five (5) event day mentions** (Platinum Sponsor recognition at comp & podiums)
- **Six (6) racer entries** for industry and contesting giveaways
- **Three (3) VIP site accreditations** - includes VIP parking and lunch
- **One (1) dedicated Platinum sponsor announcement** in newsletter and on social media
- Inclusion of **one (1) promotional offer** to all racers in pre-race digital information package
- **Minimum eight (8) social media mentions in event lead-up** - combination of static & stories
- **Minimum two (2) social media mentions in event wrap-up** - combination of static & stories

SPONSORSHIP LEVELS

Gold Sponsor - \$5,000+

(\$2,500 minimum cash contribution)

- Prominent **logo recognition as Gold Sponsor** on Payak website (linked to sponsor site)
- Logo on **race notice ; racer and volunteer registration pages; all racer newsletters**
- **Up to two (2) 10 x 10 foot tents** on event day for onsite display/sales
- **Up to ten (10) branded assets (combination hanging banners and flags)** displayed during competition, outside of display area - provided by sponsor
- **Minimum four (4) event day mentions** (Gold Sponsor recognition at comp & podiums)
- **Three (3) racer entries** for industry and contesting giveaways
- **Three (3) VIP site accreditations** - includes VIP parking and lunch
- **One (1) dedicated Gold sponsor announcement** in newsletter and on social media
- **Inclusion of one (1) promotional offer** to all racers in pre-race digital information package
- **Minimum six (6) social media tags** - *combination of static & stories* - in event lead-up
- **Minimum one (1) social media posts** - *combination of static & stories* - in event wrap-up

Silver Sponsor - \$3,000+

(\$1,000+ cash contribution)

- **Logo recognition as Silver Sponsor** on Payak website (linked to sponsor site)
- Logo on **race notice ; racer and volunteer registration pages; all racer newsletters**
- **Up to one (1) 10 x 10 foot tents** on event day for onsite display/sales
- **Up to eight (8) branded assets (combination of hanging banners flags)** displayed during competition, outside of display area - provided by sponsor
- **Minimum three (3) event day mentions** (Silver Sponsor recognition at comp & podiums)
- **Two (2) racer entries** for industry and contesting giveaways
- **Two (2) VIP site accreditations** - includes VIP parking and lunch
- **Minimum four (4) social media tags** - *combination of static & stories* - in event lead-up
- **Minimum one (1) social media posts** - *combination of static & stories* - in event wrap-up



SPONSORSHIP LEVELS

Bronze Sponsor - \$2,000+

(no minimum cash contribution)

- **Logo recognition as Bronze Sponsor** on Payak website (linked to sponsor site)
- Logo on **race notice ; racer and volunteer registration pages; all racer newsletters**
- **Up to four (4) branded assets (combination of hanging banners flags)** displayed during competition, outside of display area - provided by sponsor
- **Minimum two (2) event day mentions** (Bronze Sponsor recognition at comp & podiums)
- **One (1) racer entries** for industry and contesting giveaways
- **One (1) VIP site accreditations** - includes VIP parking and lunch
- **Minimum three (3) social media tags** - *combination of static & stories* - in event lead-up
- **Minimum one (1) social media posts** - *combination of static & stories* - in event wrap-up

Payak Supporter - \$500-\$2000 VIK

(VIK contribution only)

- **Logo recognition as Payak Supporter** on Payak website (linked to sponsor site)
- Logo on **racer and volunteer registration pages; all racer newsletters**
- **Up to two (2) branded assets (combination of hanging banners flags)** displayed during competition, outside of display area - provided by sponsor
- **Minimum one (1) event day mentions** (supporter recognition at comp & podiums)
- **Minimum two (2) social media tags** - *combination of static & stories* - in event lead-up
- **Minimum one (1) social media posts** - *combination of static & stories* - in event wrap-up

Payak Partner - Event and Racer support

(discounts and deals only)

- **Logo recognition as Payak Partner** on Payak website (linked to sponsor site)
- Inclusion in **two (2) racer newsletters** detailing the partner offer for Payak participants
- **Minimum one (1) social media tags** - *combination of static & stories* - in event lead-up
- **Minimum one (1) social media posts** - *combination of static & stories* - in event wrap-up





For more information about The Payak and how to get involved as a sponsor or partner visit www.payak.ca or send us an email

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