

THE PODIUM CLUB

2016/2017

JOIN OUR OLYMPIC &
PARALYMPIC JOURNEY –
THE PODIUM IS A STEP AWAY



ALPINE CANADA ALPIN



THE PODIUM CLUB 2016/2017



ALPINE CANADA ALPIN





Marie-Michèle Gagnon
CANADIAN ALPINE SKI TEAM

WHO IS ALPINE CANADA ALPIN?

Alpine Canada Alpin (ACA) is the national, not-for-profit association governing alpine, para-alpine, and ski cross racing in Canada. We support Canada's best ski racers to achieve podium success at the Olympic, Paralympic, World Championship and World Cup levels.

The next generation of international superstars are also part of the ACA family, known as Development Team athletes. Our future as a world leader in ski racing relies upon a successful Development Team program, which requires targeted and sustainable fundraising.

ACA is proud of its 96-year history of success. Lucille Wheeler won Canada's first Olympic ski medal in 1956. In her tracks followed an honour roll of Olympic champions and medalists, including Anne Heggtveit (1960), Nancy Greene (1968), Karen Percy (1988), Kerrin-Lee Gartner (1992), and Edi Podivinsky (1994). The World Cup sensation of the 1970s era 'Crazy Canucks' (Dave Irwin, Dave Murray, Steve Podborski, Jim Hunter, and Ken Read) remains a touchstone of national pride.

ACA's current national team includes Canada's all-time World Cup podium leader Erik Guay; 2014 Olympic gold and silver medalists Marielle Thompson and Kelsey Serwa; 2015 World Championship silver medalist Dustin Cook; 2016 World Junior Championship gold and silver medalist Valérie Grenier and silver medalist Jack Crawford.



Marielle Thompson
CANADA SKI CROSS TEAM



**Marielle Thompson
and Kelsey Serwa**
2014 SOCHI WINTER
OLYMPIC GAMES



AS AN ATHLETE THERE ISN'T MUCH CERTAINTY IN WHAT THE FUTURE HOLDS. WHEN I AM ON THE COURSE RACING AGAINST THREE OTHER PEOPLE, THERE ARE NO GUARANTEES. I KNOW I HAVE WHAT IT TAKES TO BE THE BEST AND IT MEANS A LOT TO KNOW THAT ALPINE CANADA ALPIN CONTINUES TO BELIEVE IN ME TOO. WITHOUT THEIR SUPPORT I WOULDN'T BE WHERE I AM TODAY.

MARIELLE THOMPSON





The Podium Club is a dedicated fundraising movement that provides critical financial resources to our Olympic, Paralympic and World Cup athletes.

The Development Team is also directly supported by funds generated through the Podium Club and supports Canada's elite U21 ski racers within our ski racing system. We support our athletes by participating in stepping stone events to the World Cup such as the Canadian Championships, Nor-Am Cup, and the Europa Cup tour, giving them their best shot at climbing to the top.

The Podium Club funds high performance programming requirements such as world-class coaches and a comprehensive team of sport science, travel, nutrition, strength, conditioning, and medical experts. All of which are integral to

the success of our athletes – without your support these critical services would not be available to our athletes.

As a valued Podium Club donor, you join a fellowship of like-minded individuals and corporations whose goal is to directly support our current and next generation of Canadian champions. You play an integral role in their success today and as we look toward the future.

With your generous contribution, we can support our next generation of athletes who will strive to stand atop the podium at the 2017 World Championships - ultimately leading to the 2018 Olympic and Paralympic Winter Games in South Korea.

Join our Olympic Journey and become a member of the Podium Club – the podium is a step away.



THE PODIUM CLUB



Valérie Grenier
CANADIAN ALPINE SKI TEAM

STANDING IN THE START GATE OF A SKI RACE CAN BE PRETTY NERVE RACKING, HOWEVER, I CAN COMPETE WITH GREATER CONFIDENCE KNOWING THAT I HAVE THE SUPPORT OF ALPINE CANADA. COMPETING AT AN INTERNATIONAL LEVEL DEMANDS IMMENSE DEDICATION AND TRAINING THAT WOULD NOT BE POSSIBLE WITHOUT THE OPPORTUNITIES AND RESOURCES PROVIDED TO ME BY THE COACHES, TECHS, TRAINERS, AND STAFF OF ALPINE CANADA.

ALI NULLMEYER





ALI NULLMEYER
CANADIAN ALPINE
DEVELOPMENT SKI TEAM

Photo: COAST MOUNTAIN PHOTOGRAPHY/ALPINE CANADA

PODIUM CLUB BENEFITS

Sustainable funding is essential to the success of our athletes – and multi-year commitments from donors like you is the key to that success. The Podium Club offers four levels of giving PLUS a special, limited time Olympic and World Championship package for you to consider for your multi-year commitment. Podium Club benefits include:

BRONZE MEDALIST \$5,500

CONTRIBUTION
(benefits across all levels)

- Helly Hansen Podium Club jacket
- Invitations to exclusive Alpine Canada Alpin events and functions
- Podium Club insider updates throughout the year
- Official Club ACA membership

SILVER MEDALIST \$10,000

CONTRIBUTION

- Replica Canadian Alpine Ski Team jacket
- Exclusive family centric VIP experience with an Alpine Canada Alpin athlete
- Join Alpine Canada Alpin's strength training team for a 2-day off-snow physical assessment, helping you increase your on snow performance!
- Access to discounted Mike Wiegele Helicopter Skiing experience, hosted by an Alpine Canada Alpin athlete or alumni
- Access to Alpine Canada Alpin discounts where applicable
- Official Gold Club ACA membership

GOLD MEDALIST \$25,000

CONTRIBUTION

- Replica Canadian Alpine Ski Team jacket
- Additional Podium Club jacket
- Commemorative signed World Cup competition bib
- Alpine Canada team merchandise for personal use (donation to charity, ski club, etc.)
- An exclusive on snow training experience in the fall with the alpine ski team(s)
- Access to one North American World Cup VIP experience
- Official Gold Club ACA membership

CRYSTAL GLOBE \$50,000

CONTRIBUTION

- Hosted ski day with a current Alpine Canada Alpin athlete for you and your family
- Replica Canadian Alpine Ski Team jacket
- Additional Podium Club jacket
- Commemorative signed World Cup competition bib
- Alpine Canada team merchandise for personal use (donation to charity, ski club, etc.)
- An exclusive on snow training experience in the fall with the alpine ski team(s)
- Three-day World Cup VIP experience at a North American event
- Official Gold Club ACA membership

EXCLUSIVE OLYMPIC JOURNEY PACKAGE \$100,000

COMMITMENT
(limited time)

- Exclusive access to race VIP tickets, official team apparel, accommodations, dinner with an athlete and unique, behind the scenes experience at all 3 of the following events:
 - 2017 World Alpine Ski Championships, St. Moritz, Switzerland
 - 2018 Winter Olympics, PyeongChang, South Korea
 - 2019 World Alpine Ski Championships, Are, Switzerland
- Canadian Alpine Ski Team official uniform
- Hosted ski day with a current Alpine Canada Alpin athlete for you and your family
- Additional Podium Club jacket
- Commemorative signed World Cup competition bib
- Official Gold Club ACA membership

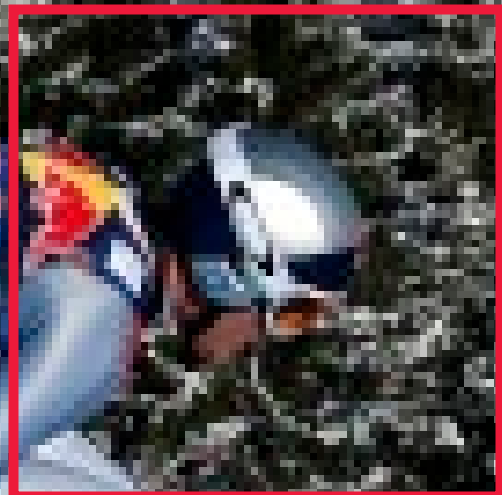
ALL DONATIONS ARE UP TO 100% TAX-DEDUCTIBLE AS ALPINE CANADA ALPIN IS A REGISTERED CHARITABLE ORGANIZATION. (10016 4995 RR 0001)



Marie-Michèle Gagnon

“

Erik Guay
KITZBÜHEL
WORLD CUP



WHENEVER I HEAR THAT STAT ABOUT ME SURPASSING STEVE PODBORSKI FOR MOST PODIUM PLACEMENTS BY A CANADIAN SKI RACER, I FEEL PROUD, YES, BUT ALSO GRATEFUL. THERE'S ONLY ROOM FOR ONE PERSON ON A PODIUM STEP, BUT IT'S NEVER BEEN A SOLO EFFORT. EVERYONE AT ACA, AND EVERYONE WHO SUPPORTS ACA, SHARES EVERY SUCCESS.

ERIK GUAY

”

Photo: PENTAPHOTO/ALPINE CANADA





KURT OATWAY
CANADIAN PARA ALPINE SKI TEAM



Photo: MARCUS HARTMANN/ALPINE CANADA



ALPINE SKI

CHRIS DEL BOSCO,
MARIELLE THOMPSON,
BRADY LEMAN
CANADA SKI CROSS TEAM



Photo: PENTAPHOTO/ALPINE CANADA



Photo: PENTAPHOTO/ALPINE CANADA

ERIK READ, CANDACE CRAWFORD, TREVOR PHILP, ERIN MIELZYNSKI, PHIL BROWN, AND MARIE-PIER PRÉFONTAINE
2015 FIS ALPINE WORLD SKI CHAMPIONSHIPS

THE PODIUM IS A STEP AWAY

You can help our Canadian Ski Team athletes achieve their dreams of podium success.

Athletic excellence takes decades. To properly support a significant effort like an Olympic bid, the best kind of support is long-term. Whatever your level of support, your multi-year commitment is essential. This way, you can ensure that our athletes have the momentum needed to make it all the way through to the 2018 and 2022 Olympic and Paralympic Games.

All donors will receive a charitable receipt, benefits unique to each funding level, and annual updates on the athletes representing Canada to the world.

For full Podium Club information, please contact us at alpinecanada.org/Podium-Club

HOW YOU MAKE A DIFFERENCE

100%

100% of every Podium Club donation goes directly to critical on-snow programming for our athletes. Other essential funding sources include government, private and corporate sector funding.



**DOMESTIC
DEVELOPMENT**



**WORLD-CLASS
COACHING**



SUPPORT SERVICES
(ski technician, physio,
nutritionist, trainer)



TRAVEL SUPPORT



TRAINING



EQUIPMENT



Braydon Luscombe
CANADIAN PARA ALPINE SKI TEAM

In 2015-16, Alpine Canada had much to celebrate as our athletes and teams performed to the highest levels possible. Because of support from donors like you, Canadian Ski Teams and athletes achieved the following results:

- 44** | WORLD CUP PODIUMS
- 3** | WORLD JR. CHAMPIONSHIP MEDALS
- 3** | CRYSTAL GLOBES
- 1** | NATION'S CUP SKI CROSS CANADA
- 2** | YOUTH OLYMPIC GAMES MEDALS



FOR MORE INFORMATION

MARK RUBINSTEIN
PRESIDENT & CEO

403.777.4246
mrubinstein@alpinecanada.org

JULIE VICKERMAN
DIRECTOR, PHILANTHROPY

416.967.9669
jvickerman@alpinecanada.org

Photo: PENTAPHOTO/ALPINE CANADA

Arosa Lenzerheide

IS Ski Cross World C





@AlpineCanada



@Alpine_Canada



Alpine Canada Alpin

alpinecanada.org