

ALPINE CANADA GALA

100 YEARS OF
EXCELLENCE



November 6, 2019
Fairmont Royal York



sunny valley



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ABOUT ALPINE CANADA

Alpine Canada is the governing body for alpine, para-alpine and Ski Cross racing in Canada, as well as for Canadian ski coaches, providing education, certification, insurance and compliance with the coaching code of conduct. With the support of valued corporate partners and donors, along with the Government of Canada, Own the Podium, the Canadian Olympic Committee and the Coaching Association of Canada, Alpine Canada develops Olympic, Paralympic, World Championship and World Cup athletes to stimulate visibility, inspiration and growth in the ski community. In 2020, Alpine Canada will celebrate 100 years of rich tradition in competitive skiing in Canada.



WORLD-CLASS



COACHING

\$2.4 million

Alpine Canada's annual investment in coach salaries and travel, led by more than 60 coaches and support staff.

SPORTS SCIENCE



TEAM

\$1.75 million

Our spending this season to cover expenses for up to 75 experts in the field of sport science to ensure our athletes' complete needs are met.

ATHLETE



TRAVELS

\$1.4 million

ACA's travel expenses to have our athletes go around the globe to train and compete on the world stage for Canada.

"Donor support helps me pursue my dream of being the best that I can be, both in sport and in life. It allows me to focus on training and competition when it matters most!"

Mollie Jepsen

– Mollie Jepsen

2018 Paralympic medallist (gold in super combined, silver in slalom, bronze in downhill and giant slalom)



OUR AREAS OF FOCUS

GLOBAL TRAINING



OPPORTUNITIES

ACA is committed to ensuring our athletes can be competitive on the global stage. That means sustaining a high-quality volume of training year-round. This year, our athletes will be once again chasing snow in North America, Latin America, Europe and the Southern Hemisphere.

CUTTING-EDGE



EQUIPMENT

The difference between first place and sitting at the edge of the podium can be just fractions of seconds.

That's why it's critical for our teams to look for winning advantages everywhere possible, including in our athletes' training equipment and racing gear.

EFFECTIVE DOMESTIC



DEVELOPMENT

ACA recently launched a new digital platform for its long-term, athlete development to help communicate to coaches, parents, and athletes the best skier-development practices. This aims to increase cooperation and knowledge-sharing between national and provincial organizations to support club- and skier-development at the grassroots levels.

TARGETED



GIVING

Please get in touch with us if you'd like to support additional ACA programs and initiatives, such as Safety in Sports, Women in Ski Racing, and Paralympic athletes.



VALERIE GRENIER

6th place in the Alpine Combined at the 2018 Olympics

"Competing on the world stage in ski racing is extremely difficult. As Canadians, we need to travel more to get the training needed to be competitive, and all of this comes with a very high cost. I know personally that I have had many supporters over the years that have stepped up and helped to financially support me to cover some of the costs associated with team fees or training costs. This allowed me to focus more on training, without the worry of how I am going to fund my season."

– Brady Leman
2018 Olympic gold-medallist in ski cross



ALPINE CANADA

100 YEARS OF
EXCELLENCE

GALA



NANCY GREENE RAINE



CRAZY CANUCKS



ERIK GUAY



COLLINGWOOD SKI HISTORY

Alpine Canada was founded as the Canadian Amateur Ski Association on December 20, 1920. To kick off our 100th anniversary season, Alpine Canada will be hosting a gala with the “who’s-who” of skiing, including incredible national team alumni. This high-energy gala will be your opportunity to give back, support and meet all of the inspiring members of the 2019-2020 Canadian alpine, para-alpine, and ski cross teams.

This once-in-a-lifetime event will be hosted at the historic Fairmont Royal York Hotel in Toronto on November 6, 2019.

EVENT EMCEES



SCOTT RUSSELL

Sports writer and broadcaster
Host of CBC Sports' Road to the
Olympic Games



KELLY VANDERBEEK

Canadian Alpine Ski Team alumna
Olympian
Broadcaster

ALPINE CANADA

100 YEARS OF
EXCELLENCE

GALA



DATE

Wednesday,
November 6, 2019



VENUE

Fairmont Royal York
100 Front Street East
Toronto, Ont. M5J 1E3



PROGRAM

6 – 7 p.m.: VIP Reception

7 – 9:30 p.m.: Gala Program

- Introduction to 2019-2020 National Ski Teams
- New and Vintage Team Gear Fashion Show
- Top Moments in History of Skiing in Canada
- Salute to World Champion Erik Guay
- Audi 2019 Canadian Ski Racing Awards presented by Helly Hansen
- Entertainment, Live and Silent Auctions
- Many more exciting moments



Be in the room with **Olympic** and **Paralympic** medallists, **World Champions**, and **World Cup** racers.

Each table will host a **current** and **past Alpine Canada team** member to dine with you and your table guests. This is your chance to support the team, buy a table and be inspired.

Exciting opportunities are available to **partner** and **sponsor** the gala and specific program segments, for example, VIP reception, fashion show, awards, food and beverage stations, entertainment and ski moments throughout the past 100 years.





GALA PARTNERSHIP LEVELS

Rights & Benefits	PRESENTING PARTNER	CENTURY PARTNER	GALA SPONSOR	PREMIUM TABLE	REGULAR TABLE	INDIVIDUAL TICKET
Number Available	1	4	4	10	10	10
Price	\$50,000	\$30,000	\$20,000	\$15,000	\$10,000	\$1,500
Tables of 8	2	1	1	1	1	1 ticket
Table location	Podium front	Stage front, Runway side	Runway side	Sides of room near front	Back of room	Back of room
Tax Receipt	✓ 50%	✓ 55%	✓ 65%	✓ 85%	✓ 80%	✓ 80%
ACA Athlete at table	Olympic/Paralympic medallist, World Champion	World Cup winner, Olympian/Paralympian	A/B team	A/B team	C/D team	
Alumni at table	Olympic/Paralympic/World Champion	World Cup winner, Olympian/Paralympian	Team alumni	Team alumni	Team alumni	
Sponsor Name recognition at table sign	✓	✓	✓	✓	✓	
Name recognition in ACA annual report	✓	✓	✓	✓	✓	
Name in Souvenir program	Large Logo	Logo	Logo	Name		
VIP reception invite	✓	✓	✓			
Logo in ACA monthly Gala email	✓	✓	✓			
Logo on VIP invite	✓	✓	✓			
Logo on event webpage	✓	✓	✓			
Logo on event emails	✓	✓	✓			
Logo on screen	✓	✓	✓			
Mention on ACA social media	✓	✓	✓			
Logo/Name in Thank you ad	✓	✓	✓			
Ability to display banner/product/service at VIP reception	✓	✓	✓			
Video ad on screen	✓	✓				
Verbal recognition as sponsor of segment	✓	✓				
Presenting Partner	Gala + One Segment	One Segment				
Recognition in press conferences and press releases	✓	✓				
Speaking role	✓					
Corporate logo built into Gala logo	✓					

1 AVAILABLE

PRESENTING PARTNER - \$50,000

HOSPITALITY

- Two tables at the Toronto Gala on November 6, 2019 (8 seats per table)
- Invitation to the VIP Reception for all table guests (16 total)
- Premium table placement: podium front
- ACA Athlete & Alumni hosting opportunity at table
 - Athlete: Olympic/Paralympic medallist or World Champion
 - Alumni: Olympic/Paralympic or World Champion

ON-SITE RECOGNITION

- Speaking role in the program
- Corporate logo built into Gala logo
- Verbal recognition as the Presenting Partner for gala + one segment
- Ability to display banner/product/service at VIP reception
- Video ad on screen
- Logo on screen
- Large logo in souvenir program
- Sponsor Name recognition at table sign

MARKETING OPPORTUNITIES

- Recognition in gala-related press conferences and press releases
- Logo on VIP Invitation
- Logo/Name in Thank You ad
- Logo on event webpage and emails
- Name recognition in ACA annual report
- Mention on ACA social media
- Logo in ACA monthly email advertising Gala

4 AVAILABLE

CENTURY PARTNER - \$30,000

HOSPITALITY

- One table at the Toronto Gala on November 6, 2019 (8 seats per table)
- Invitation to the VIP Reception for all table guests (8 total)
- Premium table placement: Stage front, Runway side
- ACA Athlete & Alumni hosting opportunity at table
 - Athlete: World Cup winner, Olympian/Paralympian
 - Alumni: World Cup winner, Olympian/Paralympian

ON-SITE RECOGNITION

- Verbal recognition as the Presenting Partner for one segment
- Ability to display banner/product/service at VIP reception
- Video ad on screen
- Logo on screen
- Logo in souvenir program
- Sponsor Name recognition at table sign

MARKETING OPPORTUNITIES

- Recognition in gala-related press conferences and press releases
- Logo on VIP Invitation
- Logo/Name in Thank You ad
- Logo on event webpage and emails
- Name recognition in ACA annual report
- Mention on ACA social media
- Logo in ACA monthly email advertising Gala

GALA SPONSOR - \$20,000

HOSPITALITY

- One table at the Toronto Gala on November 6, 2019 (8 seats per table)
- Invitation to the VIP Reception for all table guests (8 total)
- Table placement: Runway side
- ACA Athlete & Alumni hosting opportunity at table
 - Athlete: A/B Team
 - Alumni: Team Alumni

ON-SITE RECOGNITION

- Ability to display banner/product/service at VIP reception
- Logo on screen
- Name in souvenir program
- Sponsor Name recognition at table sign

MARKETING OPPORTUNITIES

- Logo on VIP Invitation
- Logo/Name in Thank You ad
- Logo on event webpage and emails
- Name recognition in ACA annual report
- Mention on ACA social media
- Logo in ACA monthly email advertising Gala

9 AVAILABLE

PREMIUM TABLE - \$15,000*

* Alpine Canada Charitable Tax Receipt for minimum of 85% of amount contributed. Registered Charity 100164995 RR0001

HOSPITALITY

- One table at the Toronto Gala on November 6, 2019 (8 seats per table)
- Table placement: Sides of room near front
- ACA Athlete & Alumni hosting opportunity at table
 - Athlete: A/B Team
 - Alumni: Team Alumni

ON-SITE RECOGNITION

- Name in souvenir program
- Sponsor Name recognition at table sign

MARKETING OPPORTUNITIES

- Name recognition in ACA annual report
- Logo in ACA monthly email advertising Gala

10 AVAILABLE

REGULAR TABLE - \$10,000*



* Alpine Canada Charitable Tax Receipt for minimum of 80% of amount contributed. Registered Charity 100164995 RR0001

- One table at the Toronto Gala on November 6, 2019 (8 seats per table)
- Table placement: Back of room
- ACA Athlete & Alumni hosting opportunity at table
 - Athlete: C Team/Next Gen
 - Alumni: ACA Alumni
- Name recognition in ACA annual report
- Sponsor Name recognition at table sign

SINGLE TICKET - \$1,500

- One seat at the Toronto Gala on November 6, 2019
- Table placement: Back of room

For more information on sponsorships and tables,
please visit: <https://alpinecanada.org/events/alpine-canada-100-years-of-excellence-gala>

Contact Information

Steve Wallace

Chief Commercial Officer
swallace@alpinecanada.org
403.777.3215 (O) | 416.885.9662 (M)

Marie-Hélène Thibeault

Director, Philanthropy and Alumni Engagement
mthibeault@alpinecanada.org
579.488.6670 (O)

ALPINE CANADA

100 YEARS OF EXCELLENCE

GALA



PRESENTED BY

Presenting
Partner Logo

CENTURY PARTNERS

Entertainment
Partner Logo

100 Year Segment
Partner Logo

Erik Guay Tribute
Partner Logo

VIP Reception
Partner Logo

GALA SPONSORS



Gala Sponsor
Logo

Gala Sponsor
Logo

Fairmont



Gala Sponsor
Logo

Gala Sponsor
Logo

solace.



= Allocated/Sold table

Bar

Regular
table

Regular
table

Premium
table

Premium
table

Premium
table

Premium
table

Premium
table

Regular
table

Regular
table

Premium
table

Premium
table

Premium
table

Premium
table

Premium
table

Premium
table

Regular
table

Regular
table

Premium
table

Premium
table

Cdn Team Parade runway

Regular
table

Regular
table

Premium
table

Premium
table

Premium
table

Premium
table

Premium
table

Bar

Regular
table

Regular
table

Premium
table

Premium
table

Premium
table

Premium
table

Premium
table

Stage

Podium