



Sponsorship Program - 2023/24

We are excited to reach out to you on behalf of the Fort McMurray Competitive Ski Society, an organization dedicated to nurturing the passion and talent of young Alpine ski racers in our community.

The Fort McMurray Competitive Ski Society has been a pillar of support for aspiring skiers since 1985, offering them the opportunity to pursue their dreams in competitive ski racing. Our mission is to provide a platform for racers of all levels, from ages 5 to 18, to achieve their personal best and develop a lifelong love for the sport. We are affiliated with Alberta Alpine and Alberta Racing Coaching programs, which further underscores our commitment to excellence in the field.

As you may be aware, competitive ski racing is a demanding and expensive sport, with costs for equipment, lift passes, training, and travel adding up significantly. To keep the sport accessible to young athletes, we have been working diligently to maintain affordability. On average, we have approximately 45 to 50 young skiers participating each season, and this number continues to grow.

To provide you with a clearer understanding of our financial situation:

- Our main expenses are allocated to coaching staff and travel to race locations.
- Athlete and parent fees cover only about 30% of our total budget, they are required to pay for personal equipment, ski lift passes, and accommodations during race events.
- Fundraising events and contributions from local supporters make up 40% of our budget.

- The remaining funds necessary to sustain our programs are covered by corporate sponsorship.

This season, our sponsorship program aims to raise \$20,000, and we invite you to join us as a valued sponsor of the Fort McMurray Competitive Ski Society. In return for your generous support, we offer the following benefits:

- Permission to proudly advertise your organization as a sponsor of our society.
- For every \$1,000 sponsorship, your organization will receive a half-sized coloured advertising sign displayed at the back of the chair lift.
- For every \$2,000 or more sponsorship, you will receive a full-sized coloured advertising sign displayed at the back of the chair lift.
- A team appreciation gift for all sponsors at the end of the season.
- Formal recognition at our Annual General Meetings.
- Visibility on our social media platforms to showcase your commitment to our mission.

We kindly request that you consider making an annual commitment to support our cause. Your contribution, in any amount, will go a long way in ensuring the sustainability of our programs. If you prefer, your support can be directed towards a specific expense item for isolated recognition. We are open to working closely with you and your team to identify the best way to align your support with your organization's values and objectives.

Your dedication and support will enable us to continue offering an affordable program that meets provincial standards of skill and achievement, making competitive downhill ski racing accessible to all children and youth in our community who dream of pursuing this sport.

We genuinely appreciate your time and consideration of our program. If you require further information or have any questions, please do not hesitate to contact us at info@fortmcmurrayskiteam.com.

Thank you for being a crucial part of our mission to nurture young talent and promote the love of Alpine ski racing.

Warm regards,

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