



For Sponsorship Information, contact

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Director of Advancement

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2020-2021

CORPORATE SPONSORSHIP PROGRAM

OUR MISSION

"To be the Northwest's premier ski racing program, developing athlete skills and character for life."

ABOUT CMAC

Crystal Mountain Alpine Club (CMAC) is a 501(c)(3) non-profit organization (Tax ID #91-0873529), predominately volunteer organization founded in 1963. CMAC is for skiers of all ages who enjoy competitive ski racing as well as advanced free skiing. Our coaching staff is dedicated to helping racers at all levels achieve their personal ski racing goals. Funding depends entirely upon tuition, fundraising activities and donations from our supporters and sponsors.

PHILOSOPHY

CMAC's philosophy is to provide a program that is fun and enjoyable for all participants while developing strong skiing skills learned through structured training and directed free skiing using the entire mountain. This creates strong racers and excellent skiers with a deep love of the sport. The CMAC philosophy not only develops successful ski racers, but skiers who will participate in the sport throughout their lives. This philosophy also develops life skills that transcend sports.

SUCCESS

CMAC alums have successfully competed in national and international competition. Most recently two alumni - **Scott Macartney** and **Libby Ludlow** - raced in the Olympics for the US Ski Team - and then came back to coach the younger athletes providing CMAC the strongest coaching staff in the Pacific Northwest.

FUNDING

CMAC is a non-profit 501(c)(3) volunteer corporation comprised of racers, their parents, coaches, alumni and friends. Funding depends entirely upon tuition, fund raising activities and donations from our supporters and sponsors.

CMAC offers many levels of sponsorship that will give your company recognition and exposure to the members and families of CMAC, race spectators, as well as the tens of thousands of skiers visiting Crystal Mountain each year. Given the high cost of skiing, and the even higher cost of ski racing, means that your company will receive full exposure to a higher educated, higher income, and higher net worth audience.

VISIBILITY AND SPONSORSHIP

- * CMAC has an average annual membership of approximately 350 racers.
- * We are a year round program; racing and training during the winter months, with summer and fall training camps.
- * CMAC's Website receives ~ 1000 hits per week. In addition to our own members and their families, visitors to our site include racers and coaches from other clubs around the Pacific Northwest region. *Total of 52,000 exposures per year.*
- * Email Blasts are sent an average of Two (2) times per week to our 350 members during the months of December thru April; and an average of One (1) time every two weeks to our 350 members during the months of May thru November. *Total of 14,850 exposures per year.*
- * Flying Banners with your Company Logo are supplied by CMAC and displayed at Start, Finish, and/or Awards Area (depending on Level chosen. *The banners will receive a total of 9 to 12 days of exposure per year.*
- * The events take place over full weekends on high visibility runs.
- * All product placements must be approved in advance by Crystal Mountain and CMAC.

2020-2021

CORPORATE SPONSORSHIP OPPORTUNITIES



ALL CMAC SPONSOR LEVELS WILL RECEIVE THE FOLLOWING BENEFITS AND RECOGNITION

- * A "Welcome to Our New Sponsor" Email Blast and Facebook Post to our CMAC Community (including links, business description, contact info, etc)
- * Your Company Logo and Link on our CMAC Website "Sponsor" Page for 12 months
- * Your Company Logo at the Bottom of Email Blasts to our Membership for 12 months
- * Race Updates, Photos and Results via Email Blasts
- * Sponsor's Logo on the "CMAC's "Sponsor Thank You" Banner featured at Crystal Mountain Resort
- * CMAC will provide Flying Banners and coordinate Logos & Colors for all Sponsor Levels
- * CMAC Team Photograph
- * CMAC Logo Sticker (to show your support)
- * Invitation to the CMAC Awards Banquet
- * Opportunity for product placement at the Year End Awards Banquet
- * Your Company Logo in Entryway to Year End Awards Banquet and special mention during Awards

CRYSTAL SPONSOR: \$10,000+/Year

- * Race Event Sponsor for One (1) Home Race/Season (*refer to "Race Event Sponsor" Level*)
- * Logo on Two (2) Flying Banners at the Start, Finish and Awards Area for all races hosted by CMAC at Crystal Mountain
- * Race Entry Form Logo Placement
- * Start List Company Name Placement
- * Recognition during each race event as a "Crystal Sponsor"
- * Opportunities for product placement at each race hosted by CMAC at Crystal Mountain
- * Premier Website Recognition and Link on all CMAC Website Pages
- * Two (2) "CMAC Official Sponsor" Jackets
- * Sponsor's Logo on the "Crystal Level Sponsor Plaque" featured in the CMAC Trophy Case
- * Opportunity for product placement at the Year End Awards Banquet
- * Four (4) Complimentary Dinner Tickets to the Year End Awards Banquet

GOLD SPONSOR/BIB SPONSOR: \$5,000

- * Logo on Two (2) Flying Banners at the Finish and Awards Area for all races hosted by CMAC at Crystal Mountain
- * Recognition during each race event as a "Gold Sponsor"
- * Race Entry Form Logo Placement
- * One (1) "CMAC Official Sponsor" Jacket
- * Two (2) Complimentary Dinner Tickets to the Awards Banquet

SILVER SPONSOR: \$2,500

- * Logo on One (1) Flying Banner at Finish Area for all races hosted by CMAC at Crystal Mountain
- * Recognition during each race event as a "Silver Sponsor"
- * Two (2) Complimentary Dinner Ticket to the Awards Banquet

BRONZE SPONSOR: \$1,000

- * Logo on One (1) Flying Banner at Finish Area for all races hosted by CMAC at Crystal Mountain
- * Recognition during each race event as a "Bronze Sponsor"
- * Two (2) Complimentary Dinner Ticket to the Awards Banquet

RACE EVENT SPONSOR: \$2,000/Race

- * Logo Placement and Link on the CMAC Website "Races" Page
- * Start List Company Name Placement
- * Logo Placement and Link on CMAC Website "Home Race Results" Page
- * Race Updates and Results via Email Blasts
- * Your Logo on Event T-Shirts given to all competitors (CMAC will be responsible for T Shirt production)
- * Banner Space at the race you are sponsoring
- * Your Logo on the Race Entry/Program Material for the race you are sponsoring
- * Your Logo and Link on the CMAC Website Sponsor Page for one year
- * Recognition of your support and sponsorship at the Race Awards Ceremony
- * Product Placement at Race Venue or Awards (advanced approval required by CMAC and Crystal Mountain)



ADDITIONAL SPONSORSHIP OPPORTUNITIES & INFORMATION

BANQUET SPONSOR: \$2,500

- * Banner space at Finish and Awards Arena for all Five (5) Races hosted by CMAC at Crystal Mountain
- * Premiere Logo Placement of Company Logo at Year End Awards
- * Four (4) Complimentary Dinner Tickets to the Year End Awards Banquet
- * Recognition of your support and sponsorship at the Annual CMAC Awards Banquet
- * Opportunity for product placement at the Year End Awards Banquet
- * All product placements must be approved in advance by Crystal Mountain and CMAC.

Note: In kind donations (merchandise and services) will count toward a sponsorship level at 50% of their retail value.

In 2020-21, Crystal Mountain Alpine Club will host Five (5) Race Events:

- * **No Bull “Northwest Cup” SL & GS, TBA** [U16+]
- * **CMAC Mitey Mite SL, TBA** [U8-U12 & U14/U16 Adv Prep]
- * **Frank Nickels Memorial Masters SL/GS Race, TBA** [Masters]
- * **Cherry Tree Charge Mitey Mite GS/Super G, TBA** [U8-U14]
- * **Sallie McNabb Cup, TBA**[CMAC U8-U12 Prep Program]

Please visit our website at www.cmacskiracing.com

For additional sponsorship information and inquiries, please contact
Jill Trulson, Director of Advancement
253-350-3972 or via email; Advancement@cmacskiracing.com

Payment and/or Donations may be sent to:

Crystal Mountain Alpine Club
Attn: Corporate Sponsorships
PO Box 52768
Bellevue, WA 98015