

Nordic Skiing Association of Anchorage

2010-2011

Sponsorship Opportunities



**NORDIC SKIING
ASSOCIATION
OF ANCHORAGE**

Nordic Skiing Association of Anchorage

203 W. 15th Avenue, #204 - Anchorage, AK 99501

907.276.7609 phone - 907.258.7609 fax - nsaa@alaska.net

www.anchoragenordicski.com

Go the distance with NSAA

We know that as a businessperson, your time is valuable and your resources are limited. By sponsoring Nordic Skiing Association of Anchorage (NSAA) events, you will go straight to the source of people who are outgoing and involved in our community—people who value a sponsor that shares their passions. At NSAA we provide a unique gateway, exposing your business to thousands of active, influential people. Your company's Gold Level sponsorship will leave an indelible mark, transferring to other media and exposure among the community.

Since the 1960s NSAA has been introducing Alaskans to cross country skiing through learn-to-ski programs, backcountry tours, citizen and student ski races, and the popular Ski Train. Voluntary membership and donations have allowed NSAA to build, groom and maintain over 130 kilometers of spectacular world-class trails in Anchorage. Dedicated volunteers support the thrilling sports of biathlon and nordic ski jumping; numerous national-level events have brought athletes and spectators from across the United States to our venues.

Please flip through the pages that follow, look at our statistics and read more on how your sponsorship dollars will go the distance with our skiers in every race.

**NSAA Office
203 W. 15 th Ave, #204
Anchorage, AK 99501
Phone:907-276-7609
Fax: 907-258-7609**

nsaa@alaska.net

NSAA is a 501(c)(3) tax exempt organization

Nordic Skiing Association of Anchorage

Please join us this year.
Become a Sponsor

Integrated Sponsorship Plan

The integrated sponsorship plan is designed to give the sponsor maximum exposure all winter long. By choosing this plan your company will be seen at all 9 major NSAA events this season. Your banners will be placed in the most visible areas at our venues. Participants will be sure to know that your company supports Nordic skiing in Anchorage. With NSAA events like Alaska Ski For Women and The Tour of Anchorage your company will be well known in the Nordic ski community and beyond. Please let us know how we can work with you and your sponsorship ideas by calling our office.

NSAA's Website and Newsletter Data

In the last year NSAA's website has had 123,751 views, a 13% increase from the year before. The majority of the viewers are Anchorage residents using the site for trail updates, race information and general information about instruction and location of ski trails. The NSAA Newsletter is read by all 4,500 members. The total yearly circulation of the Newsletter is 22,000 copies state wide. Approximately 500 free copies are distributed to Anchorage ski shops and other outdoor retailers. With the Gold Level sponsorship plan your organization can gain exposure through our website and Newsletter.

Nordic Skiing Association of Anchorage

Event Schedule

November 7th, NSAA Annual Meeting and Ski Swap

December 5th, AMH Anchorage Cup- Sprint Relay

December 12th, AMH, Anchorage Cup Beach Lake
Freestyle Flyer

January 16, AMH, Anchorage Cup- Hickok Duathlon

January 30th, AMH, Anchorage Cup- Pia's Classic

February 6th, Alaska Ski For Women

February 20th, AMH, Anchorage Cup- Sven Johansson

March 6th, The Tour of Anchorage

March 19th, NSSA Ski Train to Curry

Gold Level Exclusively Includes the Following at Each
Event:

- Logo on event posters for: Annual Meeting, AK Ski for women, and Ski for Kids
- Opportunity for a representative to participate at the awards ceremonies
- Acknowledged over the PA system at the events
- Banners at start, finish, registration and awards ceremonies
- Opportunity to include materials in athlete handouts when available
- Exhibition space available at venue

Nordic Skiing Association of Anchorage

Sponsorship

Gold Level Sponsor

\$10,000+

Gold Level Rewards and Recognition:

- Large Ad banner on NSAA's website homepage
- Logo on poster
- Opportunity for a representative to participate at the award ceremonies
- One quarter page ad in the NSAA newsletter
- Banner placed at registration
- Banner placement at start area
- Banner placed at finish
- Banner placement at awards ceremonies
- Opportunity to include materials in athlete handouts
- Acknowledgement over the PA system at the events
- Exhibition space available at venue
- Logo listed on thank you page of website

Silver Level Sponsor

\$5000+

Silver Level Rewards and Recognition:

- Logo on poster
- Banner placement- start area
- Banner placed at finish area
- Opportunity to include materials in athlete packets
- Acknowledgement over the PA system at the events
- Logo listed on thank you page of website

Bronze Level Sponsor

\$3500+

Bronze Level Rewards and Recognition:

- Banner placed at finish area
- Banner placed at start area
- Logo listed on thank you page of website

In Kind Donations

Goods and Services

Providing goods and services is the ideal way to contribute to a great community organization while attracting attention to the services or products you provide. Many items and services will be needed to make this year a success. The value of your donation will gain your organization recognition.

Here are some of the many items we will need...

- Telecommunications & IT (webcam)
- Printing Services
- Advertising
- Transportation
- Entertainment
- Food and Refreshments
- Gift Items for Athletes
- Signage/Banners
- Video Production
- Reception Facilities
- Communications (radio rental)
- Port-a-John Rental
- Volunteer Refreshments
- Building Materials
- Snow Hauling
- Fuel

Sponsorship Rewards Summary

Description of Reward	Investment	Investment		
		Gold	Silver	Bronze
Large ad banner on NSAA website		X		
Banner placement at awards ceremony		X		
Opportunity to be a medal presenter		X		
1/4 page ad in NSAA News Letter		X		
Recognized in NSAA Newsletter		X		
Exhibition Space at Venue		X		
Banner placement at registration		X	X	
Logo on Poster		X	X	
Acknowledgment over PA system at events		X	X	
Opportunity to include material in packets		X	X	
Banner Placement at Start/Finish area		X	X	X
Logo listed on thank you page of website		X	X	X

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