

2018 U.S. Cross Country Ski Championships

January 3-10, 2018 at Kincaid Park

Sponsorship Opportunities



KINCAID PARK · ANCHORAGE, ALASKA

U.S. CROSS COUNTRY

SKI CHAMPIONSHIPS 2018

Nordic Skiing Association of Anchorage

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

907.276.7609 phone - 907.258.7609 fax phone - president@anchoragenordicski.com

www.usnationals2018.com

Share the Passion

An Invitation to Sponsor the 2018 U.S. Cross Country Ski Championships

The *Nordic Skiing Association of Anchorage* (NSAA) has been selected to host the 2018 & 2019 United States Cross Country Ski Championships and Junior National Championships. This year the competitions are scheduled for January 3-10, 2018 and March 2019.

The U.S. Cross Country Ski Championships is a prestigious event affiliated with the United States Ski and Snowboard. This national event brings together the best junior and senior athletes in the country. More than 400 of the country's top skiers bring years of dedication and training to the start line as they strive to fulfill their dreams. The event selects teams such as the United States World Junior Team and the 2018 Olympic Team Selection for athletes aspiring to represent the United States in the 2018 Winter Olympics. Hundreds of spectators from across the state and country will line the trails at Kincaid. Local and national media focus on the finish line will bring attention to our sponsors.

Become part of an event that demonstrates the best of human character, the goal to excel and the spirit of competition. The U.S. Cross Country Ski Championships will showcase our nation's top athletes, the fabulous facilities at Kincaid Park, and Anchorage as a magnificent winter visitor destination. Hundreds of local volunteers, two years of planning and strong support from generous financial partners guarantee that the 2018 & 2019 U.S. Cross Country Ski Championships and the Junior Nationals will be the best ever.

As hosts of the 2018 & 2019 U.S. Cross Country Ski Championships, *Nordic Skiing Association of Anchorage* is asking sponsors to join us in supporting an event that honors the dedication of the athletes, their families, coaches and our community. Together with our co-host, the Municipality of Anchorage, the expertise of our seasoned volunteers and the investment and energy of our community, NSAA will bring this event to life.

**Please join us in hosting this exciting event.
Become a Sponsor.**

2018 U.S. Cross Country Ski Championships

2018 Organizing Committee

Depth and Experience

Chair of the Organizing Committee	Joey Caterinichio
Chief of Competition	Matt Pauli
ACVB Representative	Julie Dodd
MOA Representative	John Rodda
Chief of Events	Sara Miller
Chief of Course	Anson Moxness
Chief of Venue	Tamra Kornfield
Volunteer Coordinator	Lauri Bassett
Chief of Press	Elizabeth Arnold
	Josh Niva
NSAA Liaison	Amber Adams
	Tamra Kornfield

Plus: Dozens of volunteers currently working on the event



**NORDIC SKIING
ASSOCIATION
OF ANCHORAGE**

Nordic Skiing Association of Anchorage, Inc. Host Organization

NSAA has a long history of hosting successful world-class cross country skiing competitions. The NSAA was privileged to host the very successful 2009 and 2010 National Championships. Other national level competitions hosted by NSAA include the U.S. National Championships in 1978, 1983, 1990, Olympic Team tryouts in 1994, and Master World Cup in 1992. Each week, NSAA hosts events for local skiers; in 2009 and 2010 these events attracted over 12,000 participants. As one of the state's largest and most active non-profit associations, NSAA offers sponsors of the 2018 & 2019 U.S. Cross Country Ski Championships and Junior Nationals exposure to its dynamic membership. Its newsletter, *The Alaska Nordic Skier*, is mailed monthly to 3,000 households statewide. A recent survey found that it is read by 97% of NSAA members. Exposure in the *Alaska Nordic Skier* and *Coast Magazine* is just one of the benefits awarded from a sponsorship.

2018 United States Cross Country Ski Championships

2018 US Cross Country Ski Championships



KINCAID PARK · ANCHORAGE, ALASKA

U.S. CROSS COUNTRY SKI CHAMPIONSHIPS 2018

Schedule

January 2	Tuesday	Official Opening and Training Day	Kincaid Park
January 3	Wednesday	10/15 KM Freestyle Race	Kincaid Park
January 4	Thursday	Training Day	Kincaid Park
January 5	Friday	Freestyle Sprint Race	Kincaid Park
January 6	Saturday	Training Day	Kincaid Park
January 7	Sunday	5/10/20/30 KM Classic Race	Kincaid Park
January 7	Sunday	Official Banquet	Conoco Phillips
January 8	Monday	Classic Sprint Race	Kincaid Park
January 9	Tuesday	Closing and Fast and Female	Kincaid Park



Kikkan Randall going for gold! 2007 World Cup Russia

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Financing

The cost to host the 2018 U.S. National Championships is expected to be \$165,000 per year. Costs will be held down thanks to the huge number of volunteer hours and the generous facility use donation from the Municipality of Anchorage, the event co-host.

Major expenditures and financing challenges for the success of the U.S. National Championships include equipment, communications, banquets, promotion, course preparation, opening address and final awards banquet. In-kind contributions, including product contributions for souvenirs and gift for the competitors, are welcomed and encouraged.

A third of the required funding will need to be raised through an appeal to individuals and private sector contributors of cash. Any surplus following the completion of the event will be utilized for support of ski education and racing programs supported by the Nordic Skiing Association of Anchorage and trail and park infrastructure for the city of Anchorage.



Historical Gold Medal for local icon, Kikkan Randall. Russia 2007

2018 United States Cross Country Ski Championships

Sponsorship

Lasting Benefits

Community Spirit

In January of 2018, Anchorage will be the center of the national cross country skiing community when the U.S. Cross Country Ski Championship comes to Kincaid. Hundreds of volunteers will come together to contribute their time and talents to make this event a memorable experience for spectators and participants. Anchorage's community spirit will shine bright.

Tourism Showcase

The U.S Championships attracts significant media attention locally, statewide and nationally. Ski enthusiasts from all over the United States will be following events on live web-casts with real-time results on the internet. This will provide an opportunity to showcase our city and world class facilities as a desirable winter and convention destination to thousands of people. This 2018 event will be used as part of the selection criteria for naming of the 2018 Olympic Team. Athletes will depart from Anchorage and compete in the Olympics in South Korea.

Economic Spin-Off

Based on estimates from the Anchorage Convention and Visitor Bureau, it is projected that the economic impact of the event, the participants, their families and supporters exceed \$1,000,000, providing economic stimulation to hotels, airlines, restaurants, gift shops, galleries, retailers, recreation and entertainment businesses.

Lasting Legacy

Upgrades needed to stage a competition of this level will remain in the community and be used by the thousands of Alaskans who compete at the local, regional, national and international level. We hope that this event will act as a catalyst to bring future national and international competitions to Alaska.

Cash Contributions/Sponsorship

Cash contributions will provide the majority of the US Championships funding needs. All levels of cash contributions are gratefully accepted.

2018 U.S. Cross Country Ski Championships

Underwriting Opportunities

Show your commitment

Leverage your support with these limited underwriting opportunities. Choose one of these highly visible ways to show your commitment to the athletes and our community.

Title Sponsorship- *SOLD!*

Premier Sponsorship- *1 SOLD!*

\$10,000 – open to two sponsors

Sponsorship – *1 SOLD!*

\$5,000 per race – 4 races open to one title sponsor each

Final Awards Banquet and Closing Ceremonies

\$5,000 – Exclusive to one titled sponsor

Timing Building

\$5,000 - Exclusive to one sponsor

Waxing Village

\$2,500 – Exclusive to one sponsor

Spectator Information Booth *SOLD!*

\$2,500 – Exclusive to one sponsor

In Kind Donations

Goods and Services

Providing goods and services is the ideal way to contribute to a great community event while attracting attention to the services or products you provide. Many items and services will be needed to make this event successful. The value of your donation will gain your organization recognition as detailed in our Sponsor Recognition Package.

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

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

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Title Sponsor



Gold Level Sponsor

\$5,000 +

Gold Level Rewards and Recognition:

- First right to limited underwriting opportunities (detailed on page 5)
- Logo on poster
- Logo in race program
- Logo in results book
- Opportunity for a representative to participate at the award ceremony
- One quarter page ad in race program
- Banner Placement at start-finish area
- Banner Placement at awards ceremonies
- Banner Placement at final banquet
- Opportunity to include materials in athlete packets
- Acknowledged over the PA system at the events
- Exhibition space available at venue
- Recognition on official race website
- Recognition in the NSAA's Newsletter



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Silver Level Sponsor

\$2,500 - \$4,999

Silver Level Rewards and Recognition:

- Second right to limited underwriting opportunities (listed on page 5)
- Logo on poster, race program, results book
- Banner Placement– start-finish area, awards ceremonies, final banquet
- Opportunity to include materials in athlete packets
- Acknowledged over the PA system at the events
- Exhibition space available at venue
- Recognition on official race website
- Recognition in the NSAA's Newsletter

Bronze Level Sponsor

\$1,000 - \$2,499

Bronze Level Rewards and Recognition:

- Third right to limited underwriting opportunities (listed on page 5)
- Down-size logo on race program and results book
- Opportunity to include materials in athlete packets
- Recognition on our website
- Recognition in the NSAA's Newsletter

Friends of U.S. Champs

\$500 - \$999

Friends of US Champs Level Rewards and Recognition:

- Listing on race program
- Opportunity to include materials in athlete packets
- Recognition on our website
- Recognition in the NSAA's Newsletter

Supporters of U.S. Champs

\$100-\$499

Supporter of US Champs

- Recognition on our website
- Recognition in the NSAA's Newsletter

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Sponsorship Rewards Summary



Description of Reward	Gold \$5000+	Silver \$2500+	Bronze \$1000+	Friends \$500+	Supporter \$100+
1/4 page Ad in Race Program	X				
Opportunity to be a medal presenter	X				
Logo on Poster	X	X			
Logo in Race Program – Publication Deadline October	X	X			
Logo in Results Book	X	X			
Banner Placement at award ceremonies & final banquet	X	X			
Banner Placement at Start/Finish area	X	X	X		
Limited underwriting opportunities (see page 5)	X	X	X		
Down-size logo in race program			X		
Down-size logo in results book			X		
Exhibition Space at Venue	X	X	X		
Acknowledgment over PA system at events	X	X	X		
Listing in Race Program	X	X	X	X	
Opportunity to include material in packets	X	X	X	X	
Recognized on Event Website	X	X	X	X	X
Recognized in NSAA Newsletter	X	X	X	X	X

For more information contact:
 Joey Caterinichio; chair 907.229.6427
 or jcaterinichio@alaska.net

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