



Dear Sponsor,

The United States Telemark Ski Association (USTSA) is requesting your support for the US Telemark National Team.

We have named 5 members to the 2015 USTSA "World Cup" Team, 14 members to the "US" Team and 15 members to the Development Team. In addition, we have named a USTSA National Team coach, Ty Upson of Steamboat Springs. Our team members will proudly represent your company and products at ski venues and races across the US and in Europe.

The US was selected to host the 2015 FIS World Championships, which will be held in Steamboat Springs, Colorado February 24-29. We are proud to be able to showcase the very top level of Telemark competition on US snow.

USTSA welcomes all cash donations to support our organization and our team members. Many of our current sponsors provide equipment for our World Cup and/or our US Team racers and offer "pro" pricing to our Development team members. Some of our sponsors also include our coach in their offers.

Telemark skiing has been referred to as "The world's oldest new sport." It began in the mid 1800s in the Telemark region of Norway, with Sondre Norheim as its pioneer. Telemark skiing utilizes flexible boots that are attached to the skis at the toes but not the heels, and the turn is characterized by the inside foot dropping back with heel raised and corresponding knee bending toward the ground (much like a lunge). Telemark skiing saw a huge revival in the 1970s and Telemark Racing was born. Each Telemark race consists of Giant Slalom-style gates, distance jumping and Nordic style skate skiing. The skate section begins with a 360 degree banked turn. Today, Telemark racing is a FIS sport complete with World Cup races and the famous Crystal Globes. It is very popular in Europe (not surprisingly it is most popular in Norway) and the US has a competitive World Cup team. The links below provide some exciting video clips that show world class telemark racers in action.

[Telemark – A Brief History](#)

[2014 World Cup - Steamboat Springs](#)

[2014 World Cup Finals – Rjukan, Norway](#)

There is a large push to include Telemark skiing as an Olympic sport. In 2012, a new head-to-head competition called the Parallel Sprint was introduced toward that end. The Parallel consists of two side-by-side courses each with gates and a jump. The racers are then funneled into the banked 360 degree turn and one common skate section, making for a great deal of excitement for the spectators (there have been several collisions and one Swiss racer was rocketed into the air out of the banked turn at a World Cup race). It was especially exciting to have a US woman win this new event in 2012 at the Steamboat Springs World Cup races.

Telemark is the only US ski sport that is not part of the USSA (US Ski & Snowboard Association), falling instead under the US Telemark Ski Association. Without much funding, US Telemark athletes go to remarkable lengths to compete in their sport. Many of them develop their own training program unless they are fortunate enough to live or move to Steamboat Springs which has the only Telemark race training program in the country. Many athletes work all summer, or year round, to save enough money to travel to Europe for the World Cup circuit. For most, their only sponsorships are product sponsorships. The athletes cover their own training and travel costs. In spite of the lack of funding, the US athletes compete at the highest level, with several podium finishes in the last four years.

We are requesting your sponsorship through cash, product donations or reduced priced product for the US Telemark Team.

Please review the following information about the US Team, the various levels of sponsorship and what value we can provide you for your sponsorship dollars, or donated products. USTSA is an IRS 501(c)(3) tax-exempt organization (Tax ID # 87-0514593).

Thank you for your consideration.

Josh Lanzetta
President

Meet the US Telemark World Cup Team and Coach



[Madi McKinstry, 20, Steamboat Springs, CO](#)

- Three time National Champion, 2014, 2013, 2012
- 2 career World Cup podium finishes and numerous top 10 finishes
- 3rd place at Junior World Championships Sprint Classic in 2013
- 3rd place at Junior World Championships Classic event in 2012
- Raced every World Cup event in the 2013 season
- Student at Montana State University



[Cory Snyder, 22, Franconia, NH](#)

- Raced every World Cup event in 2011 and 2012 seasons
- 3 top 10 World Cup Results in his career and many top 15 World Cup results
- This season, Cory will be a full time student at the University of New Hampshire and will race at the World Cup level
- [Cory Snyder 2012 Video](#)



[Tanner Visnick, 18, Steamboat Springs, CO](#)

- Bronze medal in the Classic event at the 2014 Junior World Championships
- 2nd Place Overall at the 2014 National Championships
- 4th Place Overall at 2013 National Championships
- 13th Place in Classic at 2013 World Championships
- Student at Montana State University



Tommy Gogolen, 32, Breckenridge, CO

- Tommy will be returning to racing in 2015 following his third ACL surgery in as many years
- [Tommy Gogolen coming back from ACL injury - Video](#)
- 4 top 15 finishes including 1 top 10 just 5 months following first ACL Surgery
- 2nd Place overall at US Nationals in 2013 following 2nd ACL surgery
- 5th Place at US Nationals in 2011 and 2012



Devon Wright, 21, Campton, NH

- Second year member of the World Cup Team
- A former Alpine racer and relative newcomer to Telemark racing
- State title in high school in the Ski Meister competition which consists of Alpine, Cross Country, and Nordic Jumping
- Placed 4th Overall at 2014 National Championships



Coach Ty Upson, Steamboat Springs, CO

- Attended CU where he ski raced and later coached.
- Has coached alpine racers at various levels and traveled and coached at the international level while coaching Jackson Hole, Vail, SSWSC and the US Ski Team men's D and C Teams.
- PSIA Level III and USSCA full level III coaching accreditation.

What is Telemark Ski Racing?

Telemark racing combines the best of Alpine gate racing with the jumping and skating used in the Nordic events.

Classic:

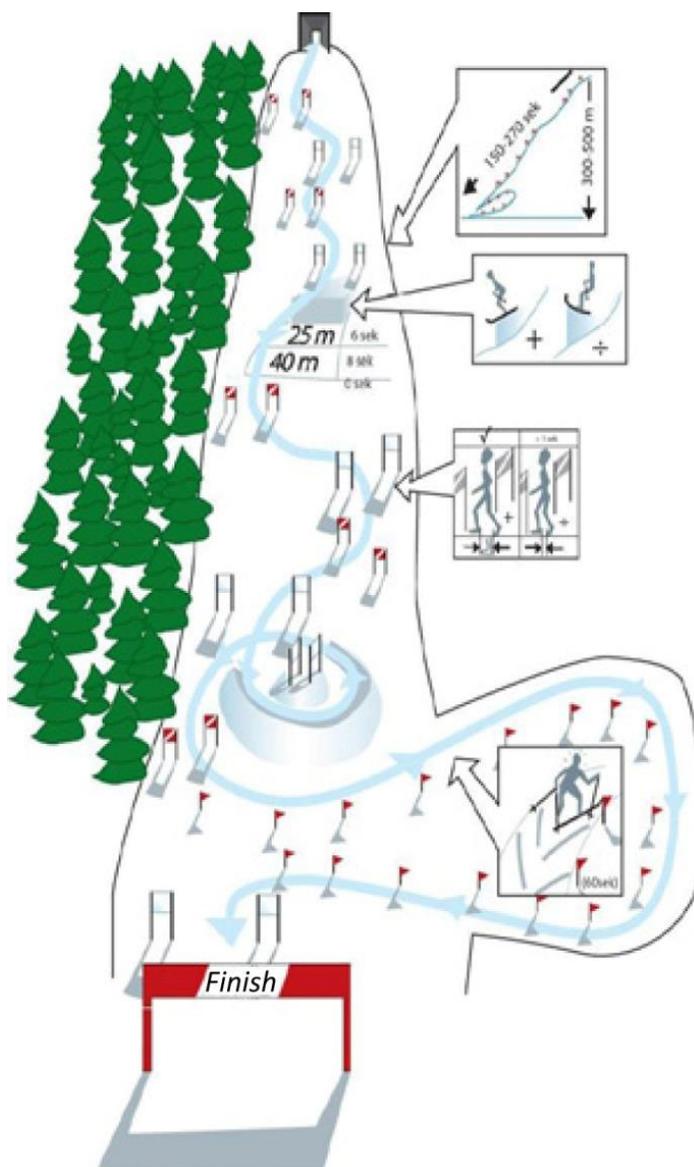
This is the corner stone of telemark racing. Like the downhill race in Alpine ski racing, the Classic uses a one run format. The course (drawing at right) generally takes a time of two plus minutes to complete as racers go through up to 40 gates. In addition, the Classic includes features unique to Telemark such as a reipeløkke (360°-banked turn), a jump (25m – 40m of distance covered), and a skating or cross country section that typically takes 45 seconds to complete.

Sprint Classic:

Similar to the Classic race, the Sprint Classic is a shorter, more viewer friendly two run format.

Parallel Sprint Classic:

This race was introduced to World Cup racing in 2012. There are two racers on side-by-side courses. One competitor races the red gates and the other races the blue gates. The jumps are side by side midway down the slope. At the bottom, the racers enter a single 360° banked turn and then race to the finish in a Nordic style skate. This is a single elimination race; the fastest competitor moves on through the race bracket until there are just two finalists remaining. The entire race can be seen by viewers from the bottom of the course, and with the head-to-head competition, makes this a very exciting race to watch. This race was introduced as part of the FIS Telemark plan towards inclusion in the Olympic Games.



USTSA National Cash Sponsorship Structure

Platinum Level - \$7,500 per year for 3 years

- *USTSA will have a maximum of one Platinum Level Sponsor*
- *Company logo placed on gate panels used at US Nationals, USTSA sponsored World Cup Races and other USTSA sanctioned races as practical. Company logo will be placed on race bibs if bibs are printed specifically for these events.*
 - *Sponsor is responsible for the purchase and printing costs of an appropriate number of gate panels on an annual basis.*
- *Exclusive product endorsement*
- *Prominent Platinum style banner and link to your company on every page of the USTSA website*
- *May provide 50 square centimeter patch to be worn on front of the USTSA Race Team jackets and fleeces*
- *Prominent Platinum style banner and link to your company on sponsor page of the USTSA website*
- *Use of USTSA logo in company promotional materials*
- *May display a reasonable size banner at all USTSA sanctioned events/races.*
- *Sponsorship announced at all USTSA events and used on all publicity*
- *Opportunity to distribute promotional materials and samples during races/events*

Partner Level – \$7,500

- *USTSA will have a maximum of one National Partner Level Sponsor*
- *Company logo placed on yellow gate panels used at US Nationals, USTSA sponsored World Cup Races and other USTSA sanctioned races as practical.*
 - *Sponsor is responsible for the purchase and printing costs of an appropriate number of gate panels*
- *Exclusive product endorsement*
- *Prominent Partner style banner and link to your company on every page of the USTSA website*
- *May provide 50 square centimeter patch to be worn on USTSA Race Team jackets and fleeces*
- *Prominent Partner style banner and link to your company on sponsor page of the USTSA website*
- *Use of USTSA logo in company promotional materials*
- *May display a reasonable size banner at all USTSA sanctioned events/races*
- *Sponsorship announced at all USTSA events and used on all publicity*
- *Opportunity to distribute promotional materials and samples during races/events*

Gold Level – \$5,000

- *USTSA will have a maximum of ten Gold Level Sponsors*
- *Exclusive product endorsement*
- *Prominent Gold style banner and link to your company on every page of the USTSA website*
- *May provide 50 square centimeter patch to be worn on USTSA Race Team jacket. (Subject to limitations of uniform design, USTSA will have a maximum of six Gold Level Sponsor patches on the uniform.)*

- ***Prominent Gold style banner and link to your company on sponsorship page of the USTSA website***
- Use of USTSA logo in company promotional materials
- May display a reasonable size banner at all USTSA sanctioned events/races
- Sponsorship announced at all USTSA events and used on all publicity
- Opportunity to distribute promotional materials and samples during races/events

Silver Level - \$2,500

- ***Exclusive product endorsement with 3 year agreement only***
- ***Standard Silver style banner and link to your company on the sponsor page of the USTSA website***
 - ***This can be increased to a larger silver style banner with a 3 year agreement***
- ***May provide 25 square centimeter patch to be worn on USTSA Race Team jackets with a 3 year agreement (subject to limitations of uniform design and prior commitments)***
- **Use of USTSA logo in company promotional materials**
- May display a reasonable size banner at all USTSA sanctioned events/races
- Sponsorship announced at all USTSA events and used on all publicity
- Opportunity to distribute promotional materials and samples during races/events

Bronze Level - \$1000

- ***Standard Bronze style listing and link to your company on the sponsor page of the USTSA website***
- Use of USTSA logo in company promotional materials
- Sponsorship announced at all USTSA events and used on all publicity
- Opportunity to distribute promotional materials and samples during races/events

Telemark Friend – Up to \$1,000

- ***Standard Telemark Friend style listing and link to your company on the sponsor page of the USTSA website***
- Use of USTSA logo in company promotional materials
- Opportunity to distribute promotional materials and samples during races/event

Telemark Friend – Member Discount Offers

- Provide a meaningful discount on merchandise to USTSA members. No minimum requirement for the number of members that take advantage of the discount
- Standard Telemark Friend style listing and link to your company on the sponsor page of the USTSA website
- Use of USTSA logo in company promotional materials
- Opportunity to distribute promotional materials and samples during races/event

Individual Racer Sponsorship

- Listing and link to your website on the racer's biography page on the USTSA website
- 50 sq cm of space is reserved on the racers helmet for a sticker from their lead sponsor
- Sponsor may request the racer to attend demos and clinics, not to conflict with their racing schedule.

USTSA National Products and In-Kind Sponsorship Structure

- Uniform Sponsor: This includes the speed suits, jacket, pants, shorts and fleece
- Hard Good Sponsors: This includes skis, boots, bindings, helmets, goggles, and poles
- Soft Good Sponsors such as base layers, hats, and sweaters
- In-Kind Services including medical or physical therapy services for team members, web design, attorney or accounting services as needed by the organization
- Ski Resort Sponsors: Includes the home mountain of a racer and ski resorts sponsoring sanctioned races

In general, National Product and In-Kind sponsors will receive the same benefits as cash sponsors, based on the retail value of the donation. Details of these benefits are highlighted above, but are summarized as follows:

- Gold Level \$5,000
- Silver Level \$2,500
- Bronze Level \$1,000
- Friend Up to \$1,000

Exclusive product endorsement for in-kind sponsorship is negotiated on a case by case basis and will require approval of the USTSA Board of Directors. Exclusive endorsement means that your product would be the “Official Luggage of the US Telemark Ski Race Team.”

Exposure of your product through the following avenues is available:

- Banners or listings on the USTSA Website.
- Patches on Race Team Uniforms (subject to limitations of uniform design)
- May display a reasonable size banner at all USTSA sanctioned events/races
- US Telemark Race Team Members wearing or using your product

These offerings may be customized to meet specific sponsor and USTSA objectives.