

Dear Potential Sponsor:

The United States Telemark Ski Association (USTSA) is soliciting your support for the 2011 Ski season and beyond as a sponsor.



Telemark skiing is currently one of the fastest growing segments of winter snow sports and sponsoring this organization will provide you the opportunity to reach a large and virtually untapped audience. One of the great things about Telemark racing is the general public at ski areas is fascinated by watching the athletes compete, the public takes notice of who is sponsoring our organization's events.

Telemark ski racing started in the United States back in the late 1970's, and it became affiliated with FIS, the governing body of international skiing, in 1995. In the United States there are four racing events that take place, the Slalom, Telemark (Giant Slalom), Sprint Classic and Classic. The Slalom and Telemark are similar to alpine racing, only the Telemark course includes a jump for distance. The Classic and Sprint Classic add an element of Nordic skiing by including a skate racing section as well as a jump. USTSA has also held other events such as skier cross, mogul's competitions and free skiing contests. In addition, USTSA sponsors several very successful Telemark educational programs each year for children and adults.

Despite a limited budget and an entirely volunteer staff, USTSA coordinates several regional races, a Nationals race and several World Cup Races each year. In addition, a National Race Team and a Developmental Team is selected. These racers represent the United States at World Cup Races at home and abroad.

Financial contributions will be used to fund the daily operation of the organization, coordination of Regional, National and World Cup Races as well as Educational Events and then will help defray the costs of the individual racers, with priority given to the A team members.

Product or in-kind services donations will go directly to the race team, coaches and board members. Donations beyond the use by this group will be used as prizes and gifts at the US Nationals or other USTSA sanctioned events. We are also recruiting companies to provide USTSA members with discounts on merchandise as a benefit of membership.

Please review the attached sponsorship package and see what a great value we can provide you for your sponsorship dollars. USTSA is an IRS 501(c)(3) tax-exempt organization (Tax ID # 87-0514593). If you are interested in learning more about sponsoring USTSA, please contact Russ Hobbs, USTSA President at 406 892 6319 or email rhobbs@centurytel.net or Eric Lamb, USTSA Vice President at 720.877.1561 or eric.lamb@gmail.com.

Thank you for your consideration.

What is telemark ski racing is all about?

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 45seconds to complete. All this is laid out within and at the same speeds as seen on a giant slalom alpine race course.

Sprint Classic:

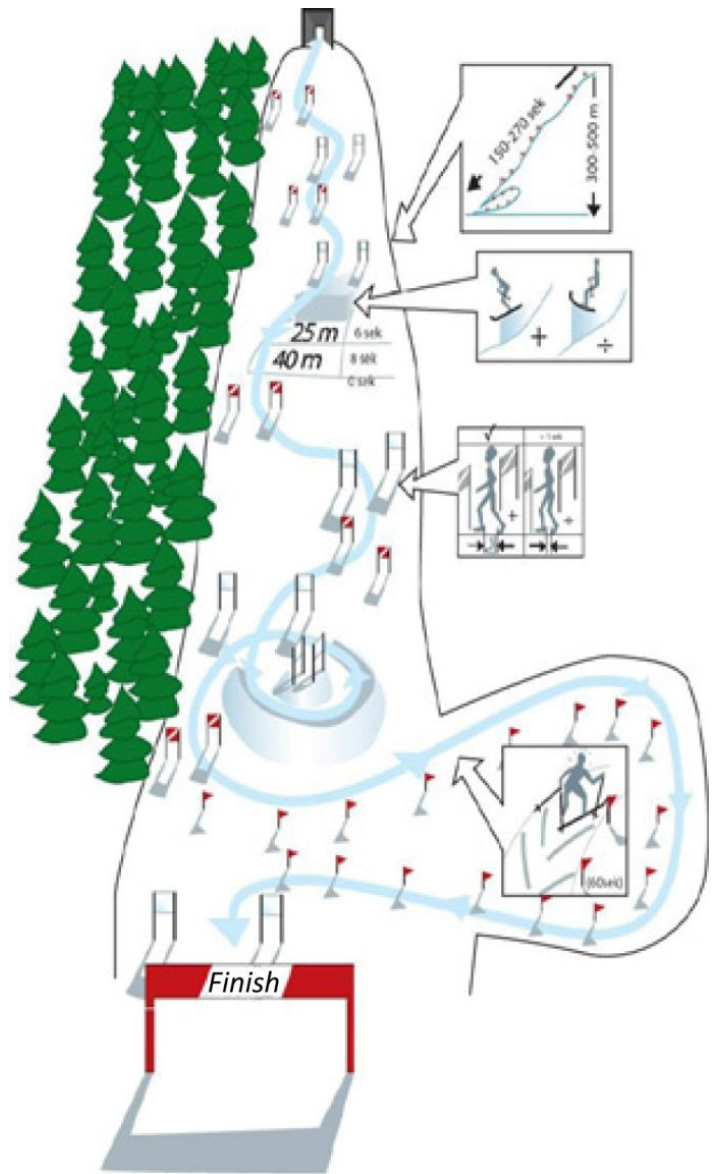
Similar to the Classic race, the Sprint Classic is a shorter, more viewer friendly two run format.

Telemark (Giant Slalom):

The Telemark is a more traditional ski race format with the racers going through up to 40 gates. This a medium to high speed two run race with a jump mid-way and a two run format.

Dual Slalom:

Similar to the Alpine Slalom race, the racers run side-by-side on parallel courses and switch courses for the second run. While a shorter race, it is very exciting to watch as the racers make very quick turns through the gates.



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*
- *May provide 50 square centimeter patch to be worn on USTSA Race Team fleece. The racer has a total of 300 sq. cm. of patch space allocated on their jacket. In addition, 50 sq. cm is reserved on the left chest for their home mountain, if sponsored by their mountain.*
- *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_____ of the US Telemark Ski Race Team.”

Exposure of your product through the following avenues is available:

- Banners or listings on the USTSA Website. *We request a \$50 cash donation to help defray the costs of posting your banner or logo on our site. We can also assist with banner development for an additional fee.*
- 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.

SPECIFIC RULES FOR ALCOHOL AND TOBACCO PRODUCT SPONSORS

USTSA recognizes that alcohol and tobacco companies have a legitimate interest in sponsoring USTSA nationally, individual events and specific athletes. All alcohol and tobacco sponsors will be considered “non-marking sponsors” to ensure USTSA guidelines adhere to FIS rules:

Advertising with or on competitors with tobacco or alcohol products or drugs (narcotics) is forbidden. (FIS Telemark Rule 206.1)

Alcohol and tobacco sponsors will be categorized within the groupings listed above and will be eligible for all the defined benefits except that athletes will not be allowed to wear any patches or other identification from an alcohol or tobacco sponsor and will not be able to personally endorse any alcohol or tobacco products. A National or event sponsor will be listed on the USTSA web site according their level of contribution. An athlete will be able to list an alcohol or tobacco sponsor in their individual biography on the USTSA web site.