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**UNITED STATES TELEMARK SKI ASSOCIATION**  
PO Box 520338  
SLC, UT 84152

## **SPONOSORSHIP KIT 2003**

Dear Potential Sponsor,

This spring, the board of directors of US Telemark elected a new leadership team to carry the organization forward. As a not-for-profit organization focused on promoting the sport of telemark skiing, we are working diligently to expand our membership base offer additional educational clinics and sanctioned competitions throughout the coming years.

As your new president, I want to invite you to become involved as we grow with the sport of telemark skiing in each of our core areas: racing, freeskiing, and education. We believe those who become involved now will be rewarded by stronger brand recognition via our presence on the telemark scene.

For a niche market within the snowsports industry, telemark skiing has an incredibly loyal and dedicated following. As a sport, telemark skiing has a similar appeal to kayaking, with its excitement, adventure, challenge, and sense of flow. Many of us who work as professional instructors have noticed a huge upturn in recent years in the number of people requesting telemark ski lessons, with noticeable interest from the 11-17 age group and from families who want to learn telemark skiing together.

Last year, the only measurable growth within the snowsports industry was in the sales of telemark specific equipment. Within this trend, we're also seeing a significant increase in the number of women purchasing telemark ski equipment – last year K2's Shes Piste was their best selling ski; the She's Piste sold out so quickly even the ski maker was surprised.

We're excited about the future, and welcome you to join us in carrying the torch for telemark skiers around the country. With World Cup telemark racing in the slate for the Olympics in 2010, the US Telemark Freeski series gaining momentum and media coverage, and a growing number of telemark enthusiasts attending clinics nationwide, this is the time to get involved with US Telemark.

Best Regards,

Christopher Ulm

## **US Telemark Backgrounder**

US Telemark is a non-profit organization dedicated to promoting the sport of telemark skiing. Within the telemark community, the organization focuses on hosting and sanctioning events in three areas: racing, freeskiing, and education.

Even with a limited budget, US Telemark organizes a small number of World Cup races in the US each year and selects a national team to represent the United States at World Cup races abroad. In cooperation with a number of European countries and the IOC, US Telemark is working to get telemark skiing slated for the Olympics in 2010.

US Telemark also organizes the premiere Telemark Freeski series in the world, an opportunity for freeskiers to come together for Big Mountain competitions and challenge themselves on the most difficult terrain the host resort is willing to open. These competitions have grown into an incredible showcase of talent, and US Telemark continues to create new venues, including opportunities to compete in the park and pipe.

US Telemark's educational programs span all ability levels, from never-ever to expert, with a focus on welcoming new people to the sport. In addition, the organization sponsors women's specific clinics and programs for young people. The organization's T.E.L.E Youth program brings underprivileged young people to the mountain, outfits them with gear, and provides them with lift tickets and ski lessons once a week for six weeks. This program's successful track record has inspired US Telemark to "franchise" T.E.L.E. Youth at mountain resorts around the country.

Headquartered at the base of the Wasatch Mountains in Salt Lake City, Utah, US Telemark started in 1996 as a small group of dedicated skiers focused primarily on telemark racing. Since then, the organization's racing, freeskiing, and educational programs have expanded to serve telemark skiers around the country, even during the summer months.

US Telemark is poised to respond to the surge in interest in telemark skiing, and invites you to become involved at this crucial time in the evolution of the sport. US Telemark can be reached at 801.201.5942, [info@ustsa.org](mailto:info@ustsa.org), or [www.ustsa.org](http://www.ustsa.org).

# USTSA Budget

Date: June 30, 2003

Income	Season Amount	Percent
Sponsor Money (hopeful combined)	\$82,500	87.12%
Freeski Events	\$7,000	7.39%
Racing Events	\$2,000	2.11%
Educational Events	\$3,200	3.38%
<b>Total income</b>	<b>\$94,700</b>	<b>100.00%</b>

Fixed Expenses	Season Amount	Percent
FreeSki	\$25,000	41.88%
Racing	\$20,000	33.50%
Educational Events	\$8,000	13.40%
Telephone	\$1,000	1.68%
Office and Web Site	\$2,500	4.19%
FIS Committee (travel and expences)	\$3,200	5.36%
<b>Total fixed expenses</b>	<b>\$59,700</b>	<b>100.00%</b>

Variable Expenses	Season Amount	Percent
Insurance (to be determaind)	\$15,000	42.86%
Clothing/Uniform	\$3,000	8.57%
Transportation (including rentals, insurance, gas)	\$15,000	42.86%
Other/Misc	\$2,000	5.71%
<b>Total variable expenses</b>	<b>\$35,000</b>	<b>100.00%</b>

Summary	
<b>Total Income</b>	<b>\$94,700</b>
<b>Total fixed and variable expenses</b>	<b>\$94,700</b>
<b>Difference between income and expenses</b>	<b>\$0</b>

**SUMMER 2003:  
U.S. TELEMAR SKI ASSOCIATION  
OFFERS PRECISION TELEMAR SKI CAMPS**

This summer the United States Telemark Ski Association (USTSA) is conducting four five-day Precision Telemark Ski Camps at Mt. Hood, Oregon.

Developed as a training program for the US Telemark National Team, USTSA has expanded to provide high-performance summer training for Telemark skiers from around the U.S. and Canada. The camps are geared towards helping good skiers become excellent skiers. The coaching staff includes US Telemark Team member Jimmy Ludlow and other top PSIA and USSCA certified instructors.

The five-day camps focus on overall skiing improvement using drills and gate training, as well as opportunities to play in the bumps, halfpipe and park. Coaches take you through “new-school” progressions and use video analysis extensively, delivering precision feedback for precision skiing. Morning sessions take place in reserved training lanes, often followed by freeskiing on the Sandy glacier—up to fifteen hundred plus vertical feet of corn snow.

Attending a Precision Telemark Ski Camp is a great way to tune up your skiing for the coming winter and an experience you'll always remember. Afternoon activities range from mountain biking to trail running to in-line skating to rock climbing, and the world-famous windsurfing of Hood River, Oregon is just forty-five minutes away.

The camp dates for the summer of 2003 are:

Camp 1: June 25-29

Camp 2: July 9-13

Camp 3: July 16-20

Camp 4: July 30-Aug 3

Local accommodation options include hotels, a hostel, and the Trillium Lake campground a few miles from the town of Government Camp, Ore. Each camp is limited to forty participants to ensure a small group size and individual coaching.

Sign up now to reserve your spot; the five-day camps are only \$495.00 including lift passes, on-snow and dryland training, personal video, camp t-shirt and closing dinner. Discounts are available for members of USTSA and attending more than one camp. Registration is easy: call USTSA at 801.583.4095 and request a registration form or download the form from the USTSA website at [www.ustsa.org](http://www.ustsa.org).

We hope you can join us!

Jimmy Ludlow  
USTSA  
[jludlow@xmission.com](mailto:jludlow@xmission.com)

# Summer Telemark Ski Camps

2003

June 18-22  
June 25-29  
July 9-13  
July 16-20



Mt. Hood, Oregon

- \* for intermediate skiers to elite racers
- \* train alongside the U.S. Telemark Team
- \* top National coaches/video analysis



[www.USTSA.org](http://www.USTSA.org) 801.583.4095