



SPONSORSHIP INFORMATION US TELEMARX SKI ASSOCIATION

2015-2016 SEASON

The US Telemark Ski Association is the governing body for the US Telemark Ski Team, one of the few ski disciplines in the US which does not fall under the purview of USSA.



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THE US TELEMAR SKI ASSOCIATION

Overview

A DISCIPLINE OF UNIQUE AND HIGHLY DEDICATED INDIVIDUALS WITH THE HIGHEST PERCENTAGE OF WINTER MULTI-SPORT ATHLETES.

What is Telemark Racing

Telemark skiing is named after the Telemark region of Norway where the sport was first performed. It is believed that Sondre Norheim pioneered the Telemark turn in ski races, starting in about 1868. The discipline is characterized by a ski turn where the inside ski is drawn back under the skier and the heels are free to lift off of the ski. The Telemark turn is judged in races to be a true Telemark turn if the inside foot is one boot-length behind the front or downhill foot. The skier then shifts the inside foot forward to begin the next turn, pressuring the ski as it comes forward to become the new downhill ski.

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

Classic:

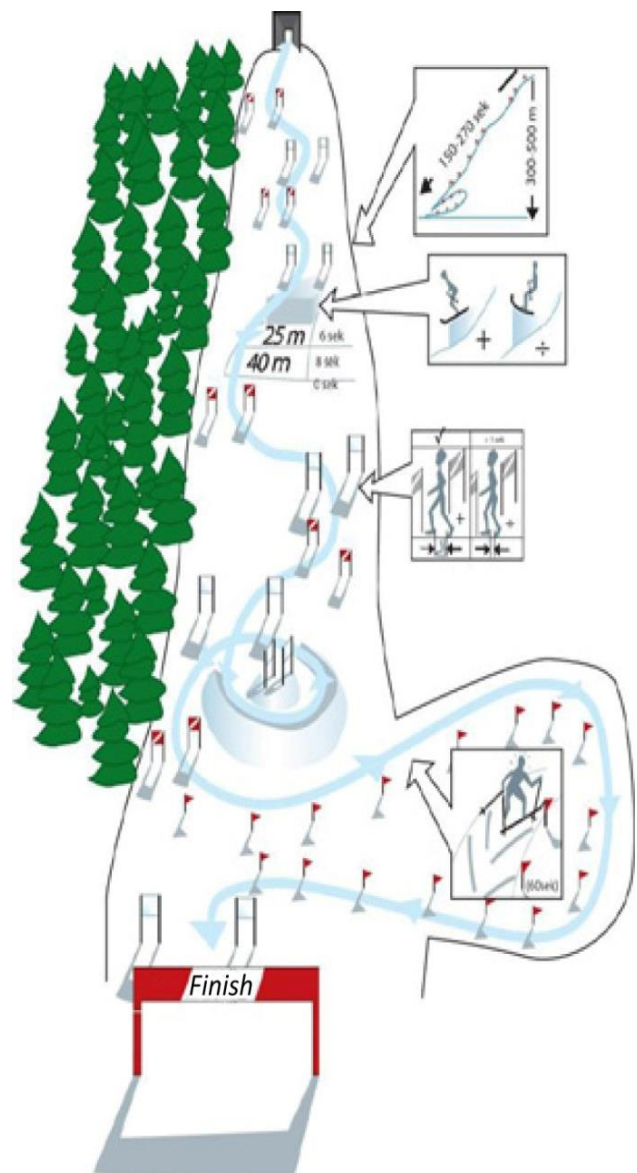
This is the corner stone of Telemark racing. Like the downhill race in Alpine ski racing, the Classic uses a one run format. The course (drawing at right) generally takes a time of two plus minutes to complete as racers go through up to 40 gates. In addition, the Classic includes features unique to Telemark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



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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.



Why Telemark

The form of Telemark skiing, and of Telemark racing in particular, is of the original essence of skiing. Telemark races combine the giant slalom turns of alpine racing, the distance jumps of ski jumping and the endurance of Nordic skiing into one format which tests, skill, stamina, power and grace. Most of the members of the US Telemark Ski Team came to the sport because they were looking to challenge themselves and to explore an unfamiliar path.

Our Goals

There is, effectively, one large goal, to make Telemark racing an Olympic sport. And we are making progress. This past season the entire FIS Telemark World Cup was LiveStream'ed in order to continue to make the athletes and the events more accessible and more visible. The sport has also adapted to modern viewing, having incorporated a new race format in 2012 which places the racers on adjacent courses and where they must fly off the same jump, jockey for position in the reipeløkke (the 360° banked turn before the skate), and skate together to the finish. In addition, after the success of the LiveStream (viewed by nearly 17,000 people in 136 countries) the sport has been awarded an exhibition at the 2016 Junior Olympics in Lillehammer.

While we have made great progress, there is still much that needs to be done, especially here in the United States. USTSA has plans to sanction at least 8 races this season, a significant increase from the 4 races that were held in the 2014-2015 season. This corresponds with renewed focus on membership expansion and event awareness. USTSA is undergoing a significant website rebuild to offer a more visually appealing and easy-to-use interface as well as enhancing social media awareness and team member visibility.

USTSA's vision for Telemark racing in the US consists of established race circuits in the Northeast, Mid-Atlantic, Midwest, Rocky Mountains, Northwest and California. USTSA is looking to establish partnerships with businesses and entities who share its vision for adventure, hard work and a fun approach to a very challenging sport.

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Please review the following information about the US Teams, 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.

Garrett Long
President, United States Telemark Ski Association
October 26, 2015

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Benefits of Sponsoring the US Telemark Ski Association

STRONG GROWTH AND FAVORABLE STATISTICS WITHIN THE TELEMAR SEGMENT

The Telemark discipline has historically been seen as the small offshoot of Alpine or Nordic but has morphed dramatically in the past ten years. Growing from 1.4 million participants in 2008/2009 to 2.8 million in 2012/2013 the segment has seen a 92% growth rate with a Compound Annual Growth Rate of 17.8%. While the number of Telemark skiers has nearly doubled, participants in the Telemark segment are also much more likely to participate in multiple disciplines. 95% of Telemark participants were multi-sport participants versus just 47% and 42% for Alpine and Snowboard.

Furthermore, Telemark skiers also participate significantly more frequently than do participants of other snow sports disciplines with Telemark skiers averaging 13.1 days in 2013. Snowboarders were the second most active with 11.3 days and alpine skiers had the fewest days on average with 7.6.

These characteristics provide for an attractive opportunity to partner with the US Telemark Ski Association. In addition to the significant outdoor activity participation but the Telemark demographic as a whole, our athletes tend to participate actively in various other sports including road biking, mountain biking, lacrosse, hockey, field hockey and track.

CONTRIBUTION-BASED SPONSORSHIP PERKS

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

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- 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

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- 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

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- 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.

STRONG AND GROWING SOCIAL PRESENCE

USTSA has a strong and growing presence on the Facebook and Instagram social media platforms, continuing to engage new participants and growing the user base with which we have product influence. In addition, the discipline of Telemark racing is still relatively unknown which presents the opportunity for increased public engagement as our team members very frequently have people walk up to them to ask about the sport and the gear we use. This combination of a medium-sized core following who are knowledgeable and aware of our discipline and are engaged through social media and of a curious group who are interested in what we do but have not had meaningful exposure creates a unique opportunity where our team members have brand influence while still fielding many questions for those who are not yet participants.

The 2015-2016 USA World Cup Team

This year's U.S. Telemark World Cup Team includes three veterans and one new member. The World Cup team will represent the U.S. at FIS World Cup races in Europe as well as competing at the U.S. Nationals and regional Telemark races across the United States.

Lyta Foulk, 17, Steamboat Springs, CO



Lyta joined the World Cup Team for the first time in 2015 after posting the top U.S. women's finishes in the 2015 World Championships despite being injured for most of the season. She has shown continued improvement year to year and is expected to compete for a spot as one of the top women in the world this year.

- 1 top 10 finish at 2015 World Championships in the Sprint
- 4th, 5th and 7th place finishes at the 2015 Junior World Championships (Dual Sprint, Sprint and Classic, respectively)
- 2nd Place overall at the 2015 National Championships
- 3rd Place overall at the 2014 National Championships
- 5th Place overall at the 2013 National Championships
- 2nd Place overall at the 2013 Canadian National Championships

Cory Snyder, 23, Bozeman, MT



Cory is a returning veteran having raced on the World Cup Team for five seasons and is looking forward to another strong showing in both the European and Domestic races this season.

- 5th in Parallel, 11th in Sprint, and 14th in the Classic at 2015 World Championships
- 2014 National Champion
- 3rd Place Overall at the 2013 and 2015 National Championships
- 7 top 10 World Cup Results in his career and many top 15 World Cup Results
- Raced every World Cup event in the 2011 and 2012 seasons

[Cory Snyder 2012 Video](#)

[Cory Snyder 2015 Video](#)

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Tanner Visnick, 19, Steamboat Springs, CO



Tanner is a young dynamic up and coming racer returning to the World Cup team for his third year.

- Top 10 in Classic and Parallel at 2015 World Championships
- 3rd in Classic at 2014 World Junior Championships
- 5 top 10 finishes and many top 15 finishes in his career
- 2nd Place overall at the 2014 and 2015 National Championships
- 4th Place overall at 2013 National Championships
- Student at Montana State University

Tommy Gogolen, 33, Breckenridge, CO



Tommy will be returning to racing and the World Cup Team in 2016 following his fourth knee surgery in as many years. His go for broke style can result in top finishes in the World Cup.

- 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

[Tommy Gogolen coming back from ACL injury - Video](#)

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Coach Ty Upson, Steamboat Springs, CO



Ty has been the head coach for the U.S. Telemark team for the last three seasons.

- 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, Steamboat and the US Ski Team men's D and C Teams
- PSIA Level III and USSCA full level III coaching accreditation

Assistant Coach Keith Rodney, Wilmington, VT



Keith is a new addition to the USTST coaching staff this season but is an experienced coach and instructor. Keith has raced on the USTST as a member of the Development Team the past three years and will bring his passion to the sport to all members, particularly in the Eastern Region.

- Has been Teaching and Coaching for 25 years
- PSIA Level III in both Alpine and Telemark and USSCA full level II coaching accreditation
- He is currently a Telemark Examiner and Advanced Children's Educator for PSIA East

The National and Development Teams

US National Team

The National Team is comprised of four women and seven men. This team will focus their racing on the US events although some may travel to Europe for World Cup races as well. The team includes a strong group of female racers, any of which may be on the World Cup team in future years. The men's team includes several up and coming young racers, as well as some top veterans that were not able to commit to racing in the European World Cup events due to time and/or money constraints, including the 2015 National Champion, Jeffery Gay.

Development Team

The Development Team consists of up and coming young racers and older veterans that are working to promote Telemark skiing and the sport of Telemark racing as well as continuing to hone their skills. The younger segment includes five 13 and 14 year old boys that show great ability and enthusiasm, and are likely to find spots across the National and World Cup Teams in the coming years.

Your Contribution and our Path to Growth

Contributions to the US Telemark Ski Association and the US Telemark Ski Team will go towards increasing the Telemark ski and Telemark ski racing populations as USTSA continues to increase the number of sanctioned races as well as providing additional incentives for team members and members of USTSA. Through your generous support, you will enable us to: (i) subsidize our World Cup athletes by covering a portion of their travel expenses and their entry fees for FIS World Cup events, (ii) provide gear and equipment to our team members, allowing them to use limited financial resources on training and preparation, (iii) generate additional media exposure and visibility for our events, increasing awareness and participation, (iv) continue to host more races across unpenetrated areas such as the Mid-Atlantic and the Sierra's.

By contributing to the USTSA, your donation can help to raise awareness of your product or brand through the current exposure provided by USTSA but will simultaneously increase the relevance and prominence of USTSA, further providing visibility and recognition. Through your support, our partnership can help the both of us grow and thrive in a difficult environment in the Winter Sports industry.

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