

FIS TELEMARX WORLD CUP; VERMONT, USA

**Suicide Six Ski Area in South Pomfret, VT &
Sugarbush Resort in Warren, VT**



Skier: Charlie Dressen; Photo: John Russell / Telemark World Championships 2015, Steamboat, CO

12/10/2017

Media and Sponsorship Information Document

The US Telemark Ski Association ("USTSA") is looking for sponsorship partners for three days of FIS Telemark races at each Suicide Six and Sugarbush in January, 2018

FIS Telemark World Cup; Vermont, USA

MEDIA AND SPONSORSHIP INFORMATION DOCUMENT

THE OPPORTUNITY

The US Telemark Ski Association, the National Governing Body of Telemark skiing in the U.S., has successfully bid to host two FIS World Cup Telemark events in Central Vermont in January 2018. The first three races will be held at Suicide Six in South Pomfret, VT on January 20th through 22nd and the second three will be at Sugarbush in Warren, VT on January 24th through 26th.

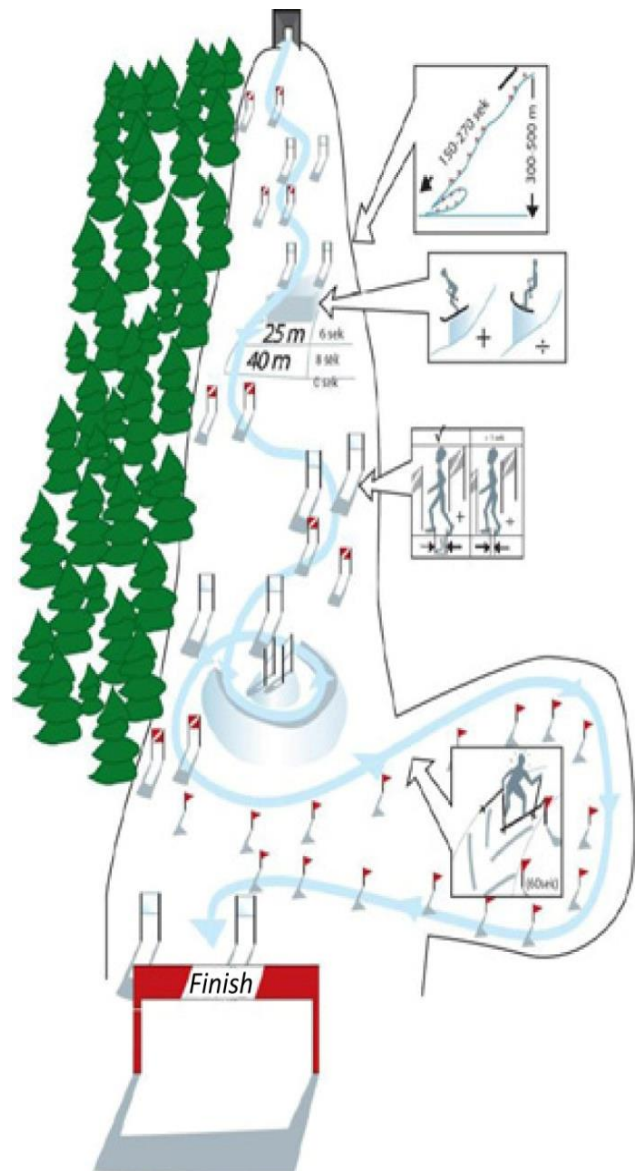
About Telemark Skiing

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 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’s speed through gates with the distance jumping and skating used in the various Nordic events, wrapped up into one high tempo course.

Classic:

The Classic is the original format Telemark racing. Like the downhill race in Alpine, 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 in the air), and a skating or cross-country section that typically takes 45 seconds or more to complete.



Sprint Classic:

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

Dual Sprint:

This format 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 jump is side-by-side midway down the slope. At the bottom, the racers enter a single 360° banked turn (reipeløkke) 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, from start to finish, can be seen by viewers from the bottom of the course, and with the head-to-head competition, it makes this a very exciting race to watch. This race was introduced as part of the FIS Telemark plan towards inclusion of our sport in future Olympic Games.

SPONSORSHIP OPPORTUNITY

As the National Governing Body (NGB) of Telemark ski racing in the United States, USTSA's mission is to promote the participation in, viewing of, and events showcasing Telemark skiing. To further that mission in the most effective manner, USTSA is organized as a 501(c)(3) tax-exempt organization. Therefore, our organization offers a particularly cost-effective way for our generous sponsors to have their brand recognized in conjunction with the competition. USTSA will be able to provide all sponsors that comply with the Sponsorship Rules (please see www.usta.org/2018-World-cup/) a letter documenting your contribution as to a qualifying non-profit.

Channels of Distribution

USTSA will be able to offer a few different mediums of recognition for sponsorship contributions for the events. The following delineations will apply for each the Suicide Six events on January 20th through 22nd and for the Sugarbush events on January 24th through 26th individually, though contributing at the respective sponsorship levels for both events is also be an option. The sponsorship levels shown below are for all three days of each event. Sizes of banners below are maximum sizes (w x h), smaller banners are permitted. The cost of all display items (excluding bibs) will be the responsibility of the Sponsor.

- Bib Sponsorship; \$2,500; one available at each Suicide Six and Sugarbush (time needed to order)
 - o Placement of 20cm high logo on the front and back of each competitor's bib (alongside FIS and resort logos)
 - o Placement of one 5m x 1m banner along the course (maximum of 6)
 - o Placement of one 2m x 1m banner around the finish (maximum of 12)
 - o 10ft x 10ft of space to set up a tent with banners and products near the finish of the course (maximum of 8)
- Jump Sponsorship; \$1,500; one available at each Suicide Six and Sugarbush
 - o Placement of one 3m x 1m banner below the lip of the jump (good visibility from finish)
 - o Placement of one 5m x 1m banner along the course (maximum of 6)
 - o Placement of one 2m x 1m banner around the finish (maximum of 12)
 - o 10ft x 10ft of space to set up a tent with banners and products near the finish of the course (maximum of 8)
- Gate Sponsorship; \$1,500; one available at each Suicide Six and Sugarbush

- Placement of sponsor logo on the uphill and downhill side of all gate panels in accordance with FIS guidelines
- Production cost will be the responsibility of the sponsor
- Hill Sponsor; \$750; two available at each Suicide Six and Sugarbush
 - Placement of one 5m x 1m banner along the course (maximum of 6)
 - Placement of one 2m x 1m banner around the finish (maximum of 12)
- Tent Sponsor; \$750; three available at each Suicide Six and Sugarbush
 - 10ft x 10ft of space to set up a tent with banners and products near the finish of the course (maximum of 8)
 - Placement of one 2m x 1m banner around the finish (maximum of 12)

The Bib, Jump, and Gate Sponsors will have their logos included on all marketing materials (alongside the host resorts and USTSA's Gold and Silver Sponsors), and on the promotional banners and interview backdrops for the respective events.

SUMMARY

USTSA is excited to host two FIS Telemark World Cup series in Central Vermont in January of 2018. Our organization has experienced robust growth in the past two years and believe that hosting these two events will generate significant viewership of and awareness for Telemark skiing in North America. It is our expectation that the US, and hopefully also Canada, will become recurring hosts of Telemark World Cup events in the future as we work to drive broader international growth on our path to become an Olympic sport.

CONTACT INFORMATION

Please reach out to USTSA President, Garrett Long at garrett@ustsa.org or at 203-536-0509 with indications of interest or any questions. We look forward to hearing from you and hope to have the opportunity to air your media and/or to recognize your generous contribution via banners or tent space at the events this coming January.

Regards,

The US Telemark Ski Association