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# SNOWSHOE CANADA

## Sponsorship Package 2019-2020

[snowshoecanada.ca](http://snowshoecanada.ca)





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# WHAT WE DO

Snowshoe Canada is a registered national non-profit with Corporations Canada. We are a sports association set up to govern the growing sport of snowshoeing in Canada.

We operate in a similar fashion to many other national non-profits. We act as the governing body and provide a variety of services that benefit event organizers, athletes, sponsors, venue owners and other related stakeholders.

Our services include event sanctioning, athlete development, marketing support, membership services and sponsorship packages.





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# MISSION & VALUES

Our mission is to grow the sport by providing a safe, positive and inclusive environment for everyone. Our accountability is to the event organizers, athletes, venue operators, corporate sponsors and related stakeholders.

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# HISTORY OF THE SPORT

The use of snowshoes dates back over an incredibly long span of human history. Archaeologists have been unable to date the origin of either skis or snowshoes, but the best evidence suggests that the first device to serve as a foot-extender for easier travel over the snow was originated in Central Asia about 4000 B.C. Thus the snowshoe/ski is one of the oldest inventions of man, ranking in importance with the wheel.

Without the snowshoe/ski, aboriginal peoples would not have been able to expand over, and occupy, the northern hemisphere. Once this important contribution to technology had been made, certain human groups began their northward migrations which eventually enabled them to move from a central point somewhere in Asia into what are now known as Scandinavia, Siberia and the Americas.

Today, snowshoeing is a winter recreational pursuit of thousands of people who enjoy winter activities in the northern hemisphere countries. The sale of snowshoes is growing rapidly and many of the winter recreational venues are seeing a marked increase in trail passes for snowshoe participants. Snowshoeing is easy to learn and provides excellent low impact cardio exercise. The equipment is affordable, ultramodern, light weight and easy to use. Snowshoe racing events are growing rapidly and the participation is increasing every year.



SNOWSHOE  
CANADA  
RAQUETTE





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# THE WORLD'S FASTEST GROWING WINTER SPORT

- More than 1,539,000 people participate in Canada
- Age Groups: under 17- 20%, 18-34 - 39%, 35-54 - 29%, over 54 - 12%
- Gender: Male 54%, Female 46% - female participation is highest among all winter sports
- Income: 46% above \$75,000
- Education: 57% bachelor's degree or higher
- Average retail price of snowshoes: \$135.00
- Snowshoe sales are rising at about 8%/year
- Cross participation: 56% walkers, 49% hikers, 44% cross country skiers, 41% cyclists, 36% alpine skiers
- Camaraderie: 66% will go snowshoeing if they have someone to go with - the highest of all snow sports

*Snowshoe Canada Web site: **5000** visits during the winter season. **12000** visits in the last two years*

*Snowshoe Canada Facebook page: nearly **600** likes*

*Snowshoe Canada Email Campaign: **600** unique emails*



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# SPONSORSHIP OPPORTUNITIES

## **CANADIAN CHAMPIONSHIPS Title Sponsor: \$1000**

- ✓ Corporate brand logo incorporated into the race title
- ✓ Web site and SM presence during the lead up to the event
- ✓ Banners and signage at the race
- ✓ Corporate swag item in the race kits
- ✓ Opportunity to do product sampling on race day
- ✓ Opportunity to participate in awards presentations
- ✓ Membership to Snowshoe Canada

## **PROVINCIAL CHAMPIONSHIPS Title Sponsor: \$500.00**

- ✓ Corporate brand logo incorporated into the race title
- ✓ Web site and SM presence during the lead up to the event
- ✓ Banners and signage at the race
- ✓ Corporate swag item in the race kits
- ✓ Opportunity to do product sampling on race day
- ✓ Opportunity to participate in awards presentations
- ✓ Membership to Snowshoe Canada

## **PROVINCIAL CUP SERIES**

**Title Sponsor: \$750 for all 4 races  
\$300 for one race**

- ✓ Similar offerings to Provincial Championships
- ✓ Membership to Snowshoe Canada

## **LEARN TO SNOWSHOE CLINICS Contributing Sponsor: \$200.00**

- ✓ Banners and signs on race day
- ✓ Website SM presence on our event page
- ✓ Membership to Snowshoe Canada

## **NON COMPETITIVE SOCIAL EVENTS**

**Contributing Sponsor: \$200.00**

- ✓ Banners and signs on race day
- ✓ Website SM presence on our event page
- ✓ Membership to Snowshoe Canada

## **PRIZE MONEY SPONSOR \$500.00 and up**

- In order to attract the top athletes we offer prize money.
- ✓ It is given out to our elite athletes in the open division
  - ✓ Recognition on our digital channels plus our race registration page
  - ✓ Opportunity to participate in the awards ceremony
  - ✓ Membership to snowshoe Canada
  - ✓ Offerings can be adjusted to suit the level of donation

## **SNOWSHOE CANADA MEMBERSHIP**

- ✓ Logo on web site and a listing in the partnership page
- ✓ Feature articles in our Email newsletters and SM posts

## **CORPORATE MEMBERSHIP:**

\$200.00 for employees over 50

\$150.00 for employees 50 and under

## **CLUBS, ASSOCIATIONS AND SNOWSHOE VENUES:**

\$100.00 Similar offerings as above







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# CONTACT INFORMATION

[snowshoecanada.ca](http://snowshoecanada.ca)



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