



# Whistler Nordics Sponsorship & Junior Race Program

CCBC AGM Kamloops, BC  
May 5, 2012

# Executive Summary

## Sponsorship Program

- role of sponsors
- History of Whistler Nordic sponsors
- Sponsorship typology
- benefits to the club
- servicing of sponsors
- case study
  - lost lake clubhouse



## Junior Race Program

- role of race program
- youth development strategy
- coaching strategies
- benefits to whistler nordics
- benefits to the athletes
- marked successes



# “Sponsorship.... Supportor of an event, activity or person...form of charitable giving”

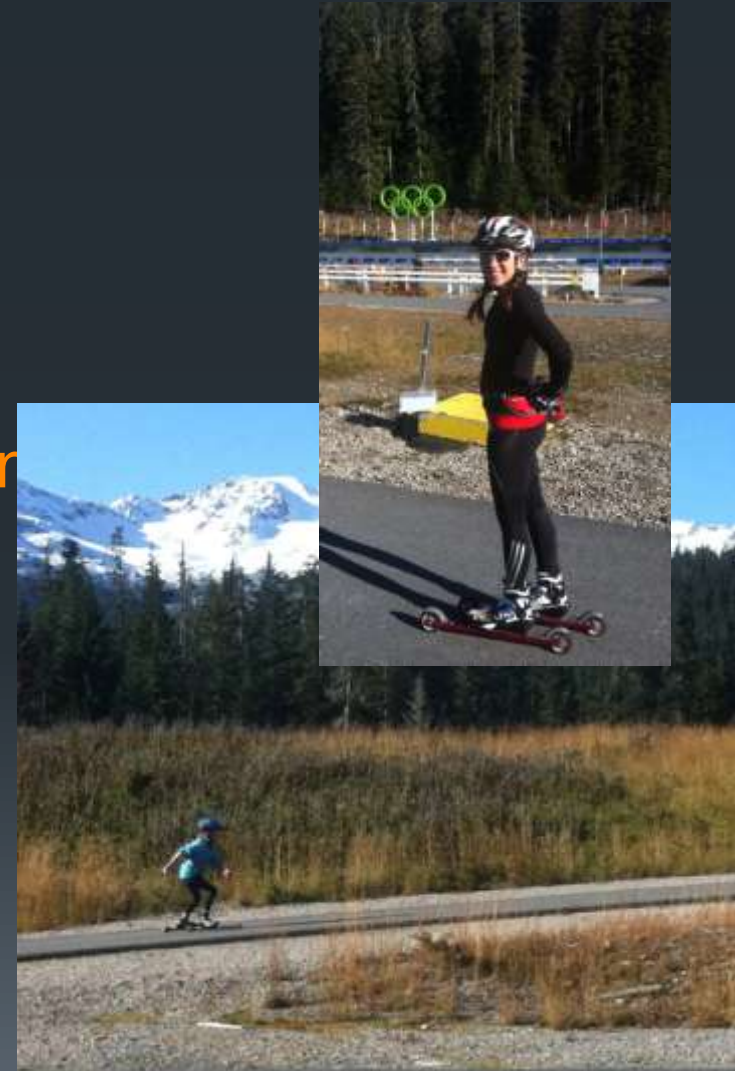
## Role of the Sponsors

- kick start programs and activities within club
- make the sport more accessible for youth
- assist with the upgrade of equipment
- offering of seed money / funding for sport development
- Build shared community visions & strategies
- create a reciprocal beneficial relationship
- development of strategic partnerships



# History of Whistler Nordics Sponsorship

- RMOW
- Alta Lake Sports Club
- Individual supporters
- local business
- government grants
- community foundations grants
- private sector
- strategic partners



# Sponsorship typology

- community enrichment grants
  - whistler blackcomb foundation
  - whistler youth foundation
  - community foundation of whistler
- sport grants
  - GM Canada
  - NWSA
  - community gaming grants
- public sector support
  - RMOW community enrichment program
- private sector sponsors / donors / partners
  - XC Connection
  - Haywood Securities
  - Nordic Shop
  - Sportstop
  - Callaghan Country
  - Loonie race sponsors ( various )

# Benefits to whistler nordics

- funds

provide for full time coach

- development of yr round programs
- provision of equipment ie roller skis
- timing systems
- hard goods ie tents
- upgrade junior ski gear
- rental programs
- backcountry adventures
- training facility use
- gifts in kind
- goods and services
- prizes



# Servicing of Sponsors

- development of youth programs
- labeling and naming rights
- title sponsorship & media presence
- schwag
- reciprocal use agreements
- ongoing club updates
- host name events and activities
- provide recognition of support
- plan for tangible progress
- be respectful and thankful



WHISTLER NORDICS

December 5, 2011



*If everything seems in control, you're not going fast enough*  
-Mario Andretti (famous race car driver & part time XC ski racer)

Whistler Nordics finally had a chance to blow out the lungs and stretch their legs with a chance to race in the first official race of the year at Whistler Olympic Park. Coast Cup # 1 is the first event in the multi stage series throughout the west coast region and drew a great crowd on a picture perfect day. Whistler Nordics had a fine representation of racers in all groups including a few Master Age skiers.

The Track Attack Race Team and a partial group from the devo team had some super results with many, many podium placings. All in all a great first race of the year to get over the race jitters and the burn in the lungs. A great job by the organizers from the Hollyburn Jack-rabbits for putting on a great event. The skate ski event used the Olympic 2.0 km and 2.5 km loops with the youngest racers doing 2.0 km and the older racers doing upwards of 7.5km. Even the Callaghan Valley Training Center brought some athletes in to show us how its done.



Pee Wee Boys sweep the podium ( Mike Murdoch 1st, Fraser Doak 2nd, Sam Johnston 3rd, not shown Joe Davies 4th, Ian Davidson 6th ) .... an awesome group



# Case Study...

## Lost Lake Clubhouse

- outline of request
- Vision
- Mandate
- Goals + Objectives for Request
- Partnerships
- Lost Lake building status
- Recognition
- Supporting Documents





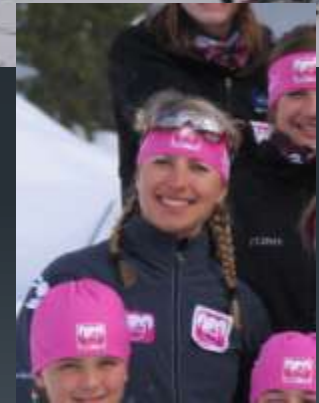
# Outline of Request

- request financial support toward the creation of a pavilion / wing of the lost lake Gateway Building.
- The proposed space will offer an office for both Whistler Nordics and WORCA, as well as as common space for club members to use for skills development classes, snacks, waxing clinics, dry land fitness, coaching courses, WORCA youth camps, and social gatherings.
- Location Provides high profile presence for both x- country skiing and cycling
- formal year round base for Whistler Nordics / WORCA
- Foster Partnership with RMOW-Austrian Olympic Committee- Austrian Passive House Group



# Whistler Nordics Vision

- By 2008/09 Whistler Nordics X-CSC will, in association with CrossCountry BC, Stimulate the growth of Nordic Sports in the region and will, in association with Cross Country Canada, assist in hosting the 2010 winter Olympic & Paralympic games. Whistler Nordics must make a positive and enduring “first Impression” to all.



# WORCA

## Vision + Mandate

- "The purpose of the Society is to advise and represent to Government, private enterprise, and the general public, on matters concerning mountain biking in the Whistler Area"
  - Educating cyclists in the safe and responsible use of mountain bikes.
  - Promoting appreciation of and care for public lands.
  - Securing and maintaining appropriate mountain bike access to public lands.
  - Encouraging participation in recreational and competitive mountain biking to people of all ages and abilities.
  - Ensuring that mountain bike access and trail planning become an integral part of the recreational philosophy and planning in the Resort Municipality of Whistler.
  - Understanding the balance of expectations between the different user groups.



# Goals + Objectives for Request

- Require additional space to serve Whistler Nordics. Membership of club has doubled over last 3 yrs, (221 Members). Whistler Nordics Skills Development Program has grown from 40 kids in 2007, to 58 kids in 2008, to 75 kids in 2009.
- Provide meeting place and informal training center for Dryland Fitness twice a week from September to December, then ski program Tuesdays and Toonie races Thursdays. (Saturdays are held at Whistler Olympic Park )
- Main base for 19 volunteer coaches from Whistler / Squamish, w/ 1 paid Head Coach.
- Provide for Masters program head quarters and learn to Loppet classes
- Provide Presence for X-Country skiing and a destination for Whistler Based XC skiers.



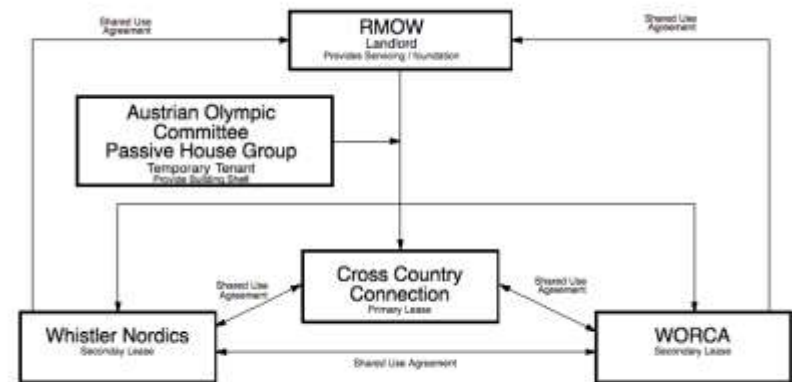
# Goals + Objectives for Request

- Provide Presence for one of the largest Bike clubs in North America - 1500 members
- Provide year round head quarters for staff and executive year round
- Provide meeting place and informal training center, Twoonie races Thursdays.
- Main base for rapidly expanding youth program
- Provide for Masters programs and camps for all ages
- Provide for a recognizable front door to our most significant community park and link into RMOW “cultural Loop”
- Identifiable presence for growing summer bike tourists
- Trail crew tool storage



# Partnerships

- Unique partnership of **RMOW-Austrian Olympic Committee- Austrian Passive House Group- WORCA- Whistler Nordics**
- RMOW as landlord Provides site servicing / foundation
- Austria / Austrian passive House Group providing approximate funding equivalent of \$800,000 in Building Shell / products
- Local Builders to erect structure on site
- Austria to have temporary Use through duration of Olympic and Paralympic Games
- Building to be turned over to RMOW as Legacy for future use as Lost Lake Gateway Building



# Lost Lake Gateway Building

- Provide Gateway Building and primary landmark
- Act as a link in the proposed “Cultural Loop” Along w/ First Nations cultural Center, Lot 1/9, Library, Future home of Whistler Center for Sustainability, Village North and Village Center.
- Provide home for Valuable Services to serve both skiers and cyclists, Whistler Nordics and WORCA
- Original Program to reuse and renovate existing ticket booth and former Chamber Building
- Current Status is to parlay Olympic Legacy & Leverage “Austria House” into future Lost Lake Gateway Building
- Demonstration of Passive House Technology

Seasonal Storage	500
Workshop	70
Concessionaire offices	100
Washrooms	425
Personal Storage / Cubbies	75
Utility / Mech /Circulation	500
Club Room	500
WORCA office	75
Whistler Nordics office	75
<b>Outdoor uses / Spaces</b>	
Outdoor Terrace	
Covered Deck	
Washdown / bike cleaning	
Was Area	

# Recognition

- It is the intent of both Whistler Nordics + WORCA to ensure that the contribution made by the Whistler Blackcomb Foundation be recognized through multiple means
  - Naming of a portion of the building
  - Club Trophies in honor of the Whistler Blackcomb Foundation in a purpose built trophy Case
  - Whistler Nordics + WORCA open to signage opportunities in support of Whistler Blackcomb Foundation contribution
  - Logo on membership forms and websites to recognize Whistler Blackcomb Foundation support
  - Logos on summer dry land t-shirts





# Junior Race Program

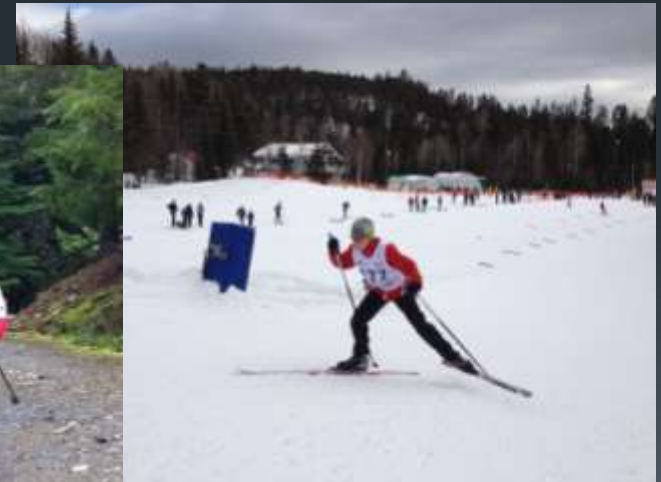
## role of race program

- bridge the casual SDP group to committed Race team involvement
- capture kids when they are at a more impressionable age
- kids of this age still have heros ... ie Devon, Alex, Chandra...
- earlier introduction to sprinting / distance / training techniques
- provide focused outlet for more dedicated skiers
- introduction into greater variety of race formats
- introduction full spectrum of xc skiing and training
- highlight the "team concept" / peer support



# Coaching Strategies

- multiple coaches specific to technique
- not your dad or mom
- more days = varied venues
- more days = varied activities
- more days = Varied technique focus
- less boredom, keep the interest high
- alternate training.... Yoga, stretching, etc
- higher parent involvement required ie races



# Benefits to the Club

- stimulates the athletes growth
- stimulates the coaches
- provides better recognition / presence for the club
- provides better transition for potential racers
- motivates the younger SDP participants
- introduces a higher level of commitment at an earlier age
- better team building and inter relationships amongst the club



# Benefits to the Athletes

- Introduction to better training earlier
- opportunity to provide more comprehensive approach
  - diet
  - race logistics
  - balanced training
  - early establishment of parental role(s)
- creates more varied and interesting sessions
- lots of racing
- more engaged racers
- more complete athletes



# Marked success

- more fun
- higher participation
- great team environment
- higher parental involvement
- better economy of scale for race program
- promotes friendships across club boundaries
- increased desire to improve
- more confidence in their abilities
- Its not about winning or losing its about learning

