



**FREESTYLE  
ONTARIO** 

**FREESTYLE SKIING ONTARIO PARTNER PROPOSAL**

**416-268-7916**  
**[WWW.FREESTYLEONTARIO.SKI](http://WWW.FREESTYLEONTARIO.SKI)**



Dear Potential Partner:

Freestyle Ontario (FO) is a not-for-profit organization that enhances the growth and development of quality programming and sport excellence through various sports disciplines including slope style, moguls, half pipe, big air and much more. Freestyle Ontario aligns with long-term athlete development, and emphasizes safety in a athlete centred and ethically based system while encouraging our members to chase their Olympic dream. With a main office in Toronto, Freestyle Ontario spends its winter months traveling across Ontario from London to Ottawa and north to Thunder Bay hosting world class events and training sessions. Freestyle Ontario in the spring and summer months works tirelessly with a state of the art water ramp and trampoline training facility at Horseshoe Resort, just north of the GTA. Freestyle Ontario has a membership of over 1,000 participants including athletes, coaches, officials, and judges. Freestyle Ontario hosts over 14 events during the winter season including a series of provincial competitions, provincial championships, national competitions and international competitions.

Freestyle Ontario offers a unique style of partnership as we host events at world class ski resorts that generally will have over 2000 unique viewers with a passion for skiing, snowboarding, fitness and sport.

Most importantly, companies have provided unique, engaging and experimental opportunities to leverage Freestyle Ontario to:

- Drive sales
- Support retail partners
- Generate awareness & visibility
- Launch & showcase products
- Build customer relations
- Enhance brand image as a company that gives back to the community



The benefit to our partners is that while sponsorship asks for the attention of the customer, it has the great potential through on-site activation, magazine coverage, charity events and much more to deliver much in return.

Partnering with Freestyle Ontario is unique because it is:

**WANTED** The audience is attentive to sponsor messaging during the celebration of their passionate lifestyle and community; a lifestyle sponsor products helped create.

**VALUED** Audience research on sponsorship is extremely positive. Not only is it viewed as “appropriate” for sponsors to partner with youth sport organizations, but also, that sponsorship “adds value” by funding activities and event enhancements that would not exist without such support from sponsors.

**RESPECTED** Sponsorship is viewed favourably because it is seen as a form of advertising that “gives something back” and “benefits someone else” for each new sponsor a not-for-profit receives it can do that much more for their community.

**DIRECT** Sponsorship opens the most direct channel of communication to solicit customer feedback and insights. Partnering with FO will allow you to share and have potential customers test and in some cases buy your product right on the ski hill.

I am sending along some background material in the hopes there might be a fit between your sales objectives and bettering the Ontario Freestyle experience. Please let me know if you are interested to meet on the subject of how we can include you in a meaningful partnership with the passionate membership of Ontario Freestyle.

Sincerely,

JARED LINDEN

Sponsorship and Marketing Manager



# A SUMMATION OF THE CORE VALUES OF THE FREESTYLE ONTARIO BRAND

**OUR BRAND PURPOSE** Inspiring the world to live free

**OUR BRAND PROMISE** Infectious passion to elevate performance

**OUR BRAND ESSENCE** Our essence is the core of our brand that succinctly defines how we deliver our offer

**OUR BRAND ATTRIBUTES** United, empowering-proud, bold and progressive



## VISION, MISSION, COMMUNITY

**VISION** Freestyle Skiing (Slopestyle, Halfpipe and Mogul Skiing) is an exciting, dynamic, and attractive sport that is seeing rapid growth in recreational and competitive athlete development in Ontario. Freestyle Ontario (FO) will be recognized as the leader in directing freestyle skiing to develop and become sustainable in Ontario. We will achieve this by working in partnership with Ontario ski clubs and ski areas to encourage greater involvement of youth in freestyle skiing. The result will be a highly participative sport which is beneficial to recreation and healthy living, promoting tourism in the province.

**MISSION** In partnership with the Canadian Freestyle Ski Association (CFSA) and the freestyle skiing community, FO enhances the growth and development of quality programming and sport excellence that aligns with long-term athlete development, and emphasizes safety in a participant-centred and ethically based system, encouraging lifelong participation in the sport of freestyle skiing in Ontario.

**COMMUNITY** Our not-for-profit organization is composed of a voluntary board of directors who have been guiding the program for the past 25 years. Every year FO simultaneously trains national-caliber athletes and takes pride in the promotion and facilitation of the sport within Ontario.



# FREESTYLE ONTARIO IS...

**UNITED** We're all in this together. We're four disciplines with a single passion to compete and win. Behind every individual athlete are peers, coaches, family and fans who help them succeed.

**EMPOWERING** Being in sports isn't easy. There are long days training, watching film, competitions don't go as well as planned. But we support and encourage individuals on the path to elite athleticism. We empower, and on great days when the tricks land, the crowds cheer and the competitions are won, they pass the empowerment along.

**BOLD** How can we not be bold? Look at what our athletes do on snow and at the water ramp. Take risks, "live free". It's in our nature to go big and stick the landing.

**PROGRESSIVE** Push boundaries. The roots of our sport are in people improvising. Looking at the way things are done.

**PROUD** We celebrate our past, present and future, and we have a lot to celebrate. We're admired around Canada for consistently producing world class athletes. We are proud but still humble.



# SAPLING SESSIONS



**ABOUT** Sapling sessions are Freestyle Ontario's series of regional freestyle skiing clinics held across the province.

**TARGET MARKET** The Sapling sessions target intermediate skiers ages 7 and up who want to improve their freestyle skills and have a blast while doing it.

**2016 PARTICIPATION** 250 Skiers.

**2016 LOCATIONS** Mount St. Louis Moonstone, Blue Mountain, Boler Mountain, MT Dufour, Caledon, Horseshoe Resort, Thunder Bay, Hidden Valley, Mansfield, Kamiskotia, Laurentian, Chicopee, Camp Fortune, and Osler Bluff Ski Club.



# TIMBER TOUR



**ABOUT** The Timber Tour is Ontario's provincial competition series, that includes three disciplines: Moguls, Slopestyle and Halfpipe. Athletes travel across Ontario to compete in a meaningful, athlete-centred, community supported, fair, safe and fun competition circuit. The Timber Tour is 8 events spread over 4 weekends.

**TARGET MARKET** The Timber Tour is targeted for athletes in the Learn to Train and Train to Train Long Term Athlete Development (LTAD) stages.

**2016 PARTICIPATION** 300 Skiers.

**2016 LOCATIONS** Mount St. Louis Moonstone, Caledon, Camp Fortune, Muskoka, and Horseshoe Resort.



# NATIONAL EVENTS



**ABOUT** Freestyle Ontario Hosts 3-5 National events per year rotating between East and West.

**NORAM** A Train to Compete international competition that services all non World Cup athletes from North America and open to rest of the World.

**CANADA CUP** Freestyle Canada's national competition circuit. It was created to support a competitive and sustainable domestic tour where freestyle athletes from across Canada can develop their competitive skills in all of our disciplines.

**JR NATIONALS** Pinnacle Train to Train competition series for top club and provincial team athletes.

**SR NATIONALS** National Champion is crowned amongst all Provincial and National athletes.

**2016 LOCATIONS** Beaver Valley and Mount St. Louis Moonstone.



## **SIMULTANEOUSLY REACH THREE TARGET GROUPS**

- 1.** Athletes aged 8 to 22, from affluent homes that are often leaders within their peer groups.
- 2.** Highly involved parents with average family incomes exceeding \$200,000.
- 3.** International, national and domestic spectators who visit Ontario ski resorts both private and public, hill weekend averages over 6,000 skiers - a captive and active audience.



## **FREESTYLE ONTARIO HIGHLIGHTS**

Fastest growing ski discipline; participation has increased four-fold since 2010.

Freestyle achieved the highest sport medal count for Canada in Vancouver 2010 and Sochi 2014.

12 Ontario athletes are currently in the Canadian National Team program.

FO athlete Rachel Karker named association Freeskiing professionals first overall Jr Champion.

Opened a new water ramp & trampoline training facility in Ontario.



## ENGAGE WITH FREESTYLE ONTARIO MEMBERS

**WEEKLY NEWSLETTER** 1,000 subscribers.

**WWW.ONTARIOFREESTYLE.COM** 10,000+ audience size, 18,000+ visits, 48,000+ page views.

**ON HILL** 2,000-3,000 skiers/day additional, along side FO events at each ski hill.

**DIRECT EMAIL** Email sent to clubs/coaches/parents for distribution promoting FO events - 4,000 dedicated viewers.

**COMMUNITY ENGAGEMENT** 320 highly engaged volunteers in 2016-2017, 300 decidedly dedicated coaches, judges and officials that make FO events possible.



## INSTAGRAM/ FACEBOOK



### **freestyleontario**

1,400 Followers

#Skidreams, #livefree, #timbertour,  
#fowaterramp #fohighperformance



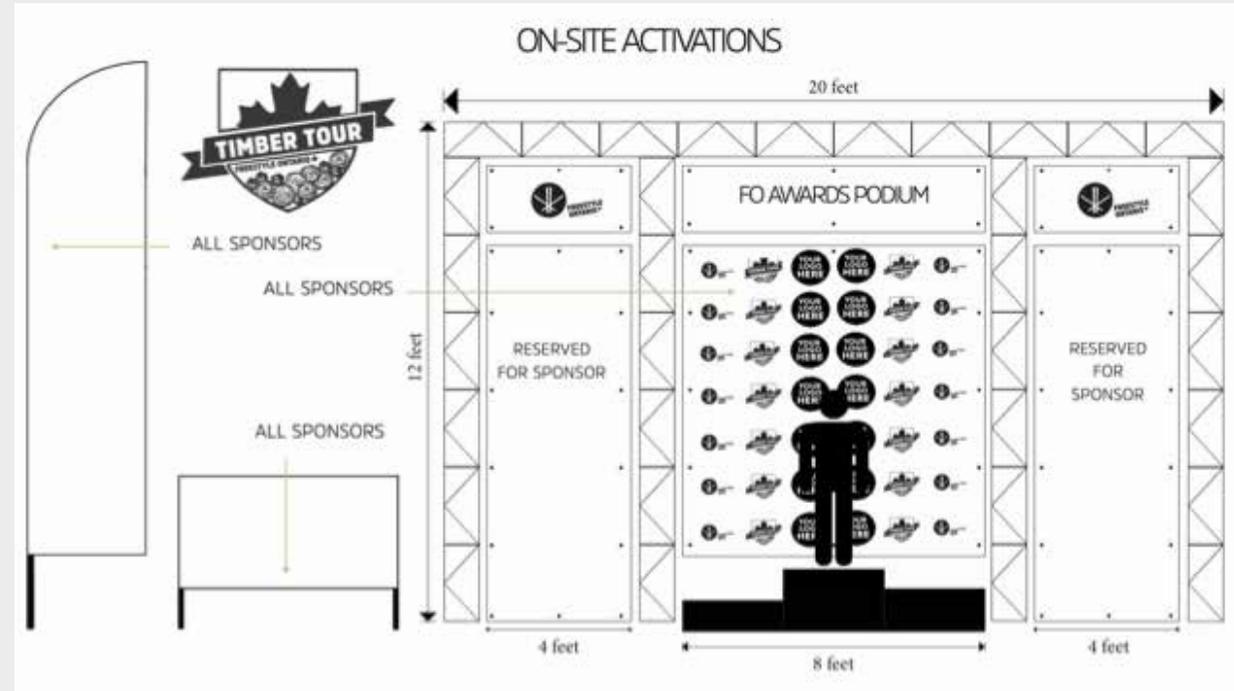
### **FREESTYLE ONTARIO**

2,100 and Growing Followers

1,000-8,000 People Reached Weekly



# ON SITE ACTIVATION





## **ON SITE ACTIVATION**

Set up a branded tent on the ski hill during FO events.

Opportunity for supporters of FO and the general public to demo products.

Host presentations on upcoming or current products.

Interact with Freestyle Ontario Athletes.

Over 14 events from December-March.

On hill branded banners.

Opportunity to acquire email addresses from the FO membership.

Dedicated SMS messages sent directly to athletes', coaches', volunteers' and viewers' phones during competition days.

On site sales opportunities.

Be creative! FO will work with our partners to create a program unique to their needs.



**FREESTYLE  
ONTARIO WATER  
RAMP &  
TRAMPOLINE  
FACILITY**





# **FREESTYLE ONTARIO WATER RAMP & TRAMPOLINE FACILITY**



Supported by a grant from the Ontario Trillium Foundation, the Water Ramp & Trampoline Training Facility provides a green season training opportunity to high performance freestyle skiers and snowboarders. The athletes now have the competitive advantage of year round training opportunities in province.

1 of only 4 Water Ramps in Canada.

Over 5,000 Visitors between June and October.

Located at Horseshoe Resort just out side of Barrie, Ontario.

Supported with 6 Beach Volleyball courts, a Wakeboard Cable park, world-class Water Ramp training and great swimming with inflatable obstacles.



## ONLINE ACTIVATIONS



Themed-series and/or contests on Social Media throughout the season.

Two (2) social media posts per event from December to March, tailored to promote aspects of FO and your brand.

All partners' logos will appear in the footer of FO's Newsletter.

All partners' logos will appear on FO's website.

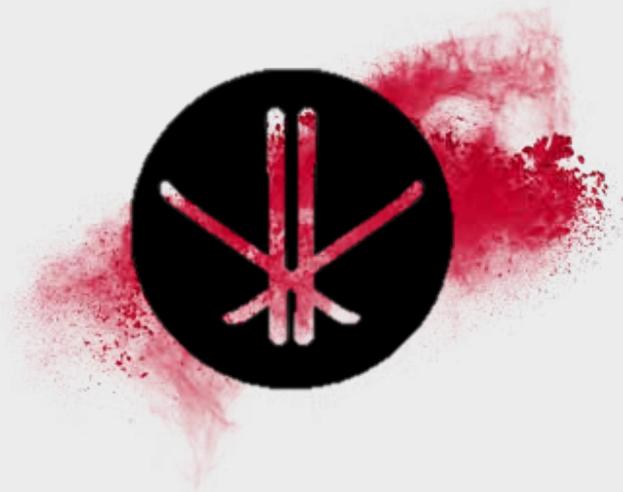


Ontario's Number One Magazine Dedicated to Freestyle, Active Living, and Life Style Activities.

Direct Clientele with Shipment to over 1,000 Freestyle Athletes.

Distribution of over 20,000 Magazines.

Available at both private and public ski areas around Ontario (Including Mount St Louis Moonstone, Horseshoe Resort, Camp Fortune, Muskoka Ski Club, Beaver Valley, Caledon, Craigleith, Osler Bluff, Georgian Peaks, Devil's Glen, Calabogie Peaks, Kamiskotia, Laurentian Ski Hill, and Loch Lomond).



# THANK YOU



Please join us during this 2017-2018 ski season on our journey toward developing our athletes and contributing to the future of Freestyle Skiing!

Visit [freestyleontario.ski](http://freestyleontario.ski) to learn more about FO and to review our strategic plan to gain a better understanding of FO's scope of work.

Freestyle Ontario is only successful thanks to the dedication of our athletes' parents and the tremendous support of our partners.



**FOR PARTNERSHIP  
OPPORTUNITIES**

## **CONTACT**

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