



## Fernie Alpine Ski Team 2025/26 Sponsorship Program

We are seeking partners to help more than 220 young athletes reach their full potential both on the slopes and in their personal development.

At FAST, our mission goes beyond ski racing. We are committed to inspiring a lifelong love of skiing and outdoor activity in local youth while strengthening community spirit, promoting health, and encouraging well-being. By becoming a sponsor, you will play a vital role in supporting our goals and bringing people together through a shared passion for ski racing.

*My daughter has been with FAST for years, and it's made a real difference in her life. The program strikes the perfect balance between competitiveness and camaraderie – she's challenged to grow as an athlete while being part of a team that truly supports each other. It's taught her responsibility, resilience, and the joy of pushing herself. I love that she's outside, active, and developing lifelong skills – and the coaches make it all genuinely fun. FAST has become an important part of our lives, and we're proud to be part of the community. – Fast Parent*

### Our Community Focus

At FAST, we believe in more than competition - we believe in community. Our impact is guided by four pillars:

- ❖ **Youth Development:** We work to empower young athletes through athletic training, mentorship, and education, instilling values of perseverance, teamwork, and respect.
- ❖ **Community Engagement:** We organize community events such as our ski swap, dryland training workshops, and fundraising events to engage families and promote the love of outdoor recreation.
- ❖ **Diversity and Inclusion:** We are committed to making ski racing accessible to all children in our community by offering a comprehensive training program with competitive registration fees.
- ❖ **Environmental Awareness:** We emphasize the importance of protecting our local environment, promoting practices that reduce our ecological footprint while skiing and engaging in outdoor activities, and by providing team transportation for athletes to away races.

Your sponsorship funds are used to retain and attract top-level coaches who are essential to our athletes' safety, development, and competitive success. Your support also helps offset program costs for families, maintain team equipment, support travel to competitions, and complete the capital projects outlined in this Program. These investments ensure we continue to provide a high-quality program that's accessible, inclusive, and impactful for our athletes and the wider community.

### Benefits to Your Business

By partnering with FAST, your organization gains more than just visibility - you become part of a powerful movement to inspire and empower local youth. We value every one of our sponsors and work hard to share your story, promote your brand, and make sure your support is seen and celebrated.



- ❖ **Brand Visibility:** Your company’s logo will be prominently displayed on team uniforms, team vans, sponsorship banners, online presence, and promotional materials distributed at local events and races.
- ❖ **Community Connection:** Show your support for local youth and community initiatives, thereby building goodwill among customers.
- ❖ **Networking Opportunities:** Connect with other local businesses, families, and community leaders at our events.
- ❖ **Positive Brand Association:** Align your business with healthy lifestyles, teamwork, love of sport, and community engagement.

**Here are a few sponsorship levels to consider:**

Level	Olympic	Downhill	Giant Slalom	Slalom
<b>Commitment</b>	<b>\$10,000 +</b>	<b>\$5,000 +</b>	<b>\$1,000 +</b>	<b>\$500 +</b>
Naming rights / Title Sponsor for a Race	✓			
Opportunity to host a community event in collaboration with the team	✓			
First Tracks morning for 6 employees joined by two FAST coaches or alumni	✓			
Featured sponsor recognition on FAST website and social media channels (IG for 2025/2026)	✓	✓		
Logo placement on team uniforms and promotional materials *	✓	✓		
Individual flag with corporate logo displayed at FAST races	✓	✓		
Corporate logo on the FAST Sponsors banner	✓	✓	✓	
Recognition in newsletters, website, and social media platform	✓	✓	✓	✓

*\*Deadline is **October 20<sup>th</sup>** to allow sufficient time to have corporate logos put on jackets before the start of the season.*

FAST also accepts in-kind donations that can be applied to sponsorship levels.

FAST can facilitate charitable donations upon request. Reach out to your Sponsorship Coordinator to discuss.

**Capital Expenditures**

Capital expenditures for FAST are aimed at improving the team's performance and overall experience.



Our focus for 2025/2026 includes:

- ❖ Timing Equipment - Interested in sponsoring our timing equipment upgrade? Help us raise \$10,000 to make Fernie a hub for elite races. This project includes replacement of the wiring on Emily's, including some electrician costs for the final connections, intended to improve timing that will qualify FAST and Fernie to hold more frequent races and higher levels of competition.
- ❖ Race Equipment – Our budget is \$10,000 for a full set of new gates, gate panels and B-netting. Logos can be printed on the gates and sponsors will receive exposure for a number of years.
- ❖ Transportation – FAST requires new vans to transport racers and equipment to away events. The budget for this project is being finalized and interested sponsors can discuss this project with a Sponsorship Coordinator.

FAST is working on these capital projections right now. Sponsors' quick funding would ensure our success.

## More About FAST

*With two kids in FAST, I've seen how much the program gives back. It's more than ski racing – it's about building work ethic, independence, and teamwork. The progression in their skills has been incredible, but even more meaningful is the community they've built on the hill. My oldest is now a coach, and that's created an even deeper connection with the other coaches and parents. FAST has become a core part of our family's life and values. – Fast Parent*

The Fernie Alpine Ski Team is a dedicated team of young athletes ranging from beginners to advanced ski racers, participating in various competitions throughout the season and year-round training opportunities locally and abroad. Our team emphasizes skill development, teamwork, and sportsmanship, while also encouraging community involvement and environmental stewardship. Our young athletes gain purpose by developing their talents through athleticism and leadership opportunities.

FAST is one of Western Canada's most accomplished and comprehensive Alpine Ski Racing Clubs. Based out of Fernie Alpine Resort in British Columbia's Kootenay Zone, we offer a variety of ski programs for children and youth aged 4-19 from across southeastern B.C. and Alberta. FAST is a registered non-profit alpine downhill ski club and boasts a roster of over 220 athletes competing at the local, provincial, and national level.

Our coaches have instructed for the Canadian National Team, Canada Ski Cross Team, are former

Olympians, and all are focused on helping individual athletes reach their full potential on and off the slopes. The FAST community has served generations of athletes as many of our former racers continue to be involved in the program as coaches, volunteers, and parents. FAST provides our athletes with year-round training opportunities, summer camps, dryland training, and pre-season



training camps abroad. Our community thrives because of our coaches, athletes, volunteers, and sponsors.

Your sponsorship will help ensure FAST remains one of the best ski clubs in Western Canada. Sponsorship dollars help us to create a positive change to the on-hill infrastructure that transforms the level of learning we can provide for our athletes.

We invite you to partner with FAST as we foster a love for ski racing among the youth in our community. Your support will not only enhance our athletes' experience but also promote a positive and active lifestyle for all. Together, we can make a lasting impact on our community.

Let's start a conversation about how your business can make a lasting impact this season.

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