



LAKE STATE ALPINE RACING

YOUTH DEVELOPMENT PROGRAM

2025 Sponsorship Overview

About Us

Lake State Alpine Racing (LSAR) is a nonprofit youth ski racing program based at Hyland Hills, serving over **135 athletes and 120 families**. Our mission is to help kids develop as athletes, teammates, and leaders through alpine skiing - while keeping the sport affordable and accessible to more families.

Why We're Evolving Our Approach

To meet growing program needs and reduce the financial burden on families, we're refreshing our sponsorship strategy with a focus on **creating more mutual value**. We want to do more than say thank you - we want to provide real visibility, engagement, and community alignment for our supporters. Beyond the benefits listed below, we're happy to work directly with you to determine additional ways we can create value for you.

What's New for 2025

We've built a **tiered sponsorship model** that recognizes contributions with increasing levels of brand exposure and involvement:

Tier	Suggested Value	Sample Benefits
Bronze	\$500+	Website listing with link to your business, social media recognition
Silver	\$1,000+	Bronze benefits + logo included on banners at practices and races, dedicated shout-outs via social media; potential for event involvement
Gold	\$2,500+	Silver benefits + logo on racer apparel that is provided to every racer for free, recurring promotion, event involvement if desired (e.g., booth at Winter Welcome event (Oct. 12, 12-3 pm) and/or Family Night (Nov 6, 7-8 pm))
Platinum	\$5,000+	Gold + title sponsor status, racer bib and coaches' jacket branding for 3 years (requires multi-year commitment), season-long exposure

We're also exploring creative ways to collaborate, such as:

- **Visibility at LSAR events** – e.g., fall info nights, preseason kickoff at Hyland, banners at races, etc.
- **Promotion of your business’s ski-related events** – tuning seminars, poster signings, pre-season and holiday sales, family nights at restaurants, etc.
- **Flexible sponsorships** – potentially combining cash and services to maximize impact and exposure.

Let’s Build This Together

We’d love your feedback. Whether you’ve sponsored LSAR before or are new to our community, your feedback and input help shape a program that supports both our athletes and your business goals. Your support helps local kids, and in turn you’ll be visibly supported by the local skiing community!

Next Steps

Please reach out to Tony Mirau at tony@lakestatealpineracing.com or directly at (612) 384-9318. I’d love to explore the possibilities together!