

2019 U.S. Junior National Cross Country Ski Championships

Kincaid Park

March 10-17



Sponsorship Opportunities



Nordic Skiing Association of Anchorage

203 W. 15th Avenue, #204, Anchorage, AK 99501

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www.juniornationalsxc2019.com

Share the Passion

An invitation to Sponsor the 2019 US Junior National Ski Championships

The *Nordic Skiing Association of Anchorage* (NSAA) has been selected to host the 2019 United States Junior National Cross Country Ski Championships scheduled for March 10-17, 2019.

The U.S. Junior National Ski Championships is a prestigious event affiliated with the U.S Ski and Snowboard. This national event brings together the best junior athletes in the country. More than 440 of the country's top skiers bring years of dedication and training to the start line as they strive to fulfill their dreams. Hundreds of spectators from across the state and country will line the trails at Kincaid. Local and national media focus on the finish line will bring attention to our sponsors.

Become part of an event that demonstrates the best of human character, the goal to excel and the spirit of competition. The U.S. Junior National Ski Championships will showcase our nation's top athletes, the fabulous facilities at Kincaid Park, and Anchorage as a magnificent winter visitor destination. Hundreds of local volunteers, two years of planning and strong support from generous financial partners guarantee that the 2019 U.S. Junior National Ski Championships will be the best ever.

As hosts of the 2019 U.S. Junior National Ski Championships, *Nordic Skiing Association of Anchorage* is asking sponsors to join us in hosting an event that honors the dedication of the athletes, their families, coaches and our community. Together with our co-host, the Municipality of Anchorage, the expertise of our seasoned volunteers and the investment and energy of our community; NSAA will bring this event to life.

2019 Organizing Committee

Depth and Experience

Chair	Joey Caterinichio
Chief of Competition	Matt Pauli
MOA Representative	Brad Cooke
Chief of Banquet	Shannon Donley
Chief of Course	Matt Pauli
Chief of Venue	Tamra Kornfield
Volunteer Coordinator	Sara Kamahele
Chief of Media	Josh Niva



Plus: Dozens of volunteers currently working on the event

Nordic Skiing Association of Anchorage

Host Organization



NSAA has a long history of hosting successful world-class cross country skiing competitions. This past winter NSAA was privileged to host the very successful 2018 US Nationals and Olympic Trials. Other national level competitions hosted by NSAA include the U.S. National Championships in 1978, 1983, 1990, Olympic Team tryouts in 1994, and Master World Cup in 1992, 2008 Junior Nationals, 2009 and 2010 US Championships. Each week, NSAA hosts events for local skiers; in 2018 these events attracted over 10,000 participants. As one of the state's largest and most active non-profit associations, NSAA offers sponsors of the 2019 US XC Junior Nationals to become exposed to its dynamic membership. Its newsletter, *The Alaska Nordic Skier*, is mailed monthly to 3,000 households statewide. A recent survey found that it is read by 97% of NSAA members. Exposure in the *Alaska Nordic Skier* and *Coast Magazine* is just one of the benefits awarded from a sponsorship.

2019 US Junior National Ski Championships

Schedule

March 10	Sunday	Training Day & Opening Ceremonies	Kincaid Park
March 11	Monday	Individual Freestyle Race	Kincaid Park
March 12	Tuesday	Training Day	Kincaid Park
March 13	Wednesday	Sprint Classic Race & Mid-Week Awards	Kincaid Park
March 14	Thursday	Training Day	Kincaid Park
March 15	Friday	Mass Start Classic Race	Kincaid Park
March 16	Saturday	Relay Freestyle Race & Closing Banquet	Kincaid Park
March 17	Sunday	Teams Depart	Kincaid Park

Financing

The cost to host the 2019 U.S. Junior National Championships exceeds \$200,000. Costs will be held down thanks to the huge number of volunteer hours and the generous facility use donation from the Municipality of Anchorage, the event co-host.

Major expenditures and financing challenges for the success of the U.S. Junior National Championships include equipment, communications, banquets, promotion, course preparation, opening address and final awards banquet. In-kind contributions, including product contributions for souvenirs and gift for the competitors, are welcome and encouraged.

A third of the required funding will need to be raised through an appeal to individuals and private sector contributors of cash. Any surplus following the completion of the event will be utilized for support of ski education and racing programs supported by the Nordic Skiing Association of Anchorage.

Sponsorship

Lasting Benefits

Community Spirit

In March of 2019, Anchorage will be the center of the national cross country skiing community when the U.S. Junior National Ski Championship comes to Kincaid. Hundreds of volunteers will come together to contribute their time and talents to make this event a memorable experience for spectators and participants. Anchorage's community spirit will shine bright.

Tourism Showcase

The U.S Junior National Championships attracts significant media attention locally, statewide and nationally. Ski enthusiasts from all over the United States will be following events on live streamed along with web-casts and real-time results on the internet. The 2018 US Championships had over 80,000 views. This will provide an opportunity to showcase our city and world class facilities as a desirable winter and convention destination to thousands of people.

Economic Impact

Based on estimates from the Anchorage Convention and Visitor Bureau, it is projected that the economic impact of the event, the participants, their families and supporters exceed \$1,000,000, providing economic stimulation to hotels, airlines, restaurants, gift shops, galleries, retailers, recreation and entertainment businesses.

Lasting Legacy

Upgrades needed to stage a competition of this level will remain in the community and be used by the thousands of Alaskans who compete at the local, regional, national and international level. We hope that this event will act as a catalyst to bring future national and international competitions to Alaska.

Cash Contributions/Sponsorship

Cash contributions will provide the majority of the US Championships funding needs. All cash contributions are gratefully accepted.

Additional Underwriting Opportunities

Show your commitment

Leverage your support with these limited underwriting opportunities. Choose one of these highly visible ways to show your commitment to the athletes and our community.

Title Sponsorship - SOLD!

Race Sponsorship - \$5,000 per race – 4 races open to one title sponsor each

Final Awards Banquet and Closing Ceremonies - \$5,000 – Exclusive to one titled sponsor

Waxing Village - \$2,500 – SOLD!

Unrestricted Donations – see sponsor levels below.

In Kind Donations

Goods and Services

Providing goods and services is the ideal way to contribute to a great community event while attracting attention to the services or products you provide. Many items and services will be needed to make this event successful. The value of your donation will gain your organization recognition as detailed in our Sponsor Recognition Package.

Here are some of the many items we will need...

- Telecommunications & IT (webcam)
- Copy Machine Loan
- Printing Services
- Advertising
- Lodging
- Transportation
- Entertainment
- Food and Refreshments
- Gift Items for Athletes
- Signage/Banners
- Video Production
- Wax Trailer Rental
- Reception Facilities
- Communications (radio rental)
- Port-a-John Rental
- Volunteer Refreshments
- Building Materials
- Snow Hauling

Sponsorship Levels

Title Sponsor

SOLD



Platinum Level Sponsor

\$10,000+

Only 1 available

Gold Level Sponsor

\$5,000+

- First right to limited underwriting opportunities (detailed on page 4)
- Logo on poster
- Logo in race program
- Logo in results book
- Opportunity for a representative to participate at the award ceremony
- One quarter page ad in race program
- Banner Placement at start-finish area
- Banner Placement at awards ceremonies
- Banner Placement at final banquet
- Opportunity to include materials in athlete packets
- Acknowledged over the PA system at the events
- Exhibition space available at venue
- Recognition on official race website
- Recognition in the NSAA's Newsletter



Kikkan Randall racing in Anchorage, 2008

Silver Level Sponsor

\$2,500 - \$4,999

- Second right to limited underwriting opportunities (listed on page 5)
- Logo on poster, race program, results book
- Banner Placement– start-finish area, awards ceremonies, final banquet
- Opportunity to include materials in athlete packets
- Acknowledged over the PA system at the events
- Exhibition space available at venue
- Recognition on official race website
- Recognition in the NSAA's Newsletter

Bronze Level Sponsor

\$1,000 - \$2,499

- Third right to limited underwriting opportunities (listed on page 5)
- Down-size logo on race program and results book
- Opportunity to include materials in athlete packets
- Recognition on our website
- Recognition in the NSAA's Newsletter

Friends of U.S. Champs

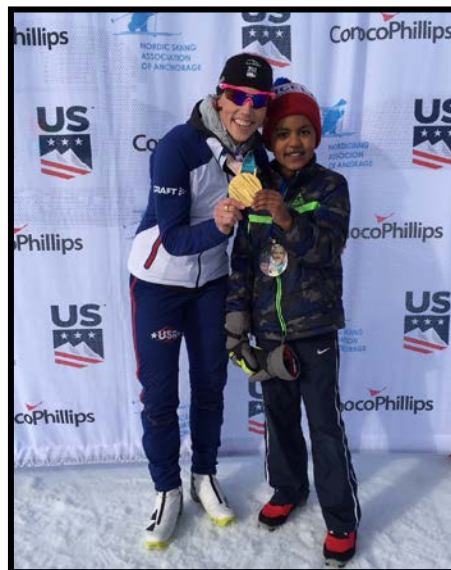
\$500 - \$999

- Listing on race program
- Opportunity to include materials in athlete packets
- Recognition on our website
- Recognition in the NSAA's Newsletter

Supporters of U.S. Champs

\$100-\$499

- Recognition on our website
- Recognition in the NSAA's Newsletter



Kikkan Randall and Noah Nespoli, 2018

Sponsorship Rewards Summary

Description of Reward	Investment	Gold	Silver	Bronze	Friends	Supporter
1/4 page Ad in Race Program	\$5000+	X				
Opportunity to be a medal presenter		X				
Logo on Poster	\$2500+	X	X			
Logo in Race Program – Publication Deadline October		X	X			
Logo in Results Book		X	X			
Banner Placement at award ceremonies & final banquet		X	X			
Banner Placement at Start/Finish area	\$1000+	X	X	X		
Limited underwriting opportunities (see page 5)		X	X	X		
Down-size logo in race program				X		
Down-size logo in results book				X		
Exhibition Space at Venue		X	X	X		
Acknowledgment over PA system at events		X	X	X		
Listing in Race Program	\$500+	X	X	X	X	
Opportunity of include material in packets		X	X	X	X	
Recognized on Event Website	\$100+	X	X	X	X	X
Recognized in NSAA Newsletter		X	X	X	X	X

Thank you for your consideration and interest in the 2019 U.S. Junior National Ski Championships.
This is an exciting opportunity for everyone.

For more information, please contact:
Joey Caterinichio, Event Chair & NSAA Board President
907.229.6427 - jcaterinichio@alaska.net



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