

KENDRA GIESBRECHT

ABOUT ME



CAST D-Team

alpine racing sponsorship package
2024/25

My name is **Kendra Giesbrecht** and I am an 18 year-old alpine ski racer from St. Albert, Alberta. I have been racing for 12 years and I have recently been named to the Canadian Alpine Ski Team - Development Team (CAST D-Team). Having dedicated my life to this sport, I am proud to say that I have achieved great success on the slopes. I am currently ranked among the **top racers** in the country, and my determination to elevate my skills and realize my aspirations to compete at the World Cup level has never been stronger. Everyday, I am grateful for the opportunity to train and race in the sport I love.

MY GOALS

2024/25 RACE SEASON

- Qualify to represent Canada at the World Junior Alpine Ski Championships
- Podium performance on the Nor-Am Cup circuit
- Improve my international FIS ranking and points

LONG TERM

- Qualify for the Canadian National Women's Ski Team
- Compete on the World Cup circuit
- Qualify to compete in the Olympics
- Qualify to compete at the World Championships

CURRENT RANKING



POST 2023/24 RACE SEASON

- 1st U21 Overall (Western Canada)
- 2nd U21 in Canada Giant Slalom (GS)
- 6th U21 in Canada Slalom (SL)
- 17th Overall in Canada Giant Slalom (GS)
- 19th Overall in Canada Slalom (SL)
- 32nd '05 YOB World Ranking Giant Slalom (GS)
- 35th '05 YOB World Ranking Slalom (SL)
- 11th Nor-Am Cup, Tremblant CAN Giant Slalom (GS)
- 4th FIS Alpine World Jr. Ski Championships, Haute-Savoie, France, Team Event (Team CAN)

FIS CAREER WINS & PODIUMS

- 17 FIS Career Wins Since 2021/22
- 38 FIS Career Podiums Since 2021/22

WHAT IS THE CAST D-TEAM

The CAST D-Team is a new tier in the Canadian National Ski Team structure for Canada's top U21 and some U24 athletes with podium potential. The team's goal is to elevate and accelerate the development of these younger athletes to ensure succession at the World Cup and Olympic level. In the 2024-25 season, these athletes will be focusing on competing at the Nor-Am and Europa Cup level and World Junior Championships.

WHY YOUR SUPPORT

*"Simply put, without development today there are no **champions tomorrow**". - Kelly VanderBeek (former ACA Team Member & Olympian)*

SPONSORSHIP OPPORTUNITIES

HEADGEAR SPONSOR

- Headgear Sponsor - Company logo front and centre on all race helmets
- Podium toque, cap and headband with company logo front and centre
- Company logo & URL weblink added to my Linktree account featured on my social media platforms (Instagram, Facebook, Website)
- Formal recognition on social media platforms (Instagram, Facebook, Website)
- Regular tags / shoutout / mentions on any ski related posts throughout the race season
- Royalty free race imagery and/or video for sponsor's use
- Race weekend ski and stay package for FIS NORAM hosted event at Mt. Norquay January 27th & 28th. (includes: accommodation at one of the Banff Lodging Company hotels; \$100 Après gift card for the Lone Pine Pub at Mt. Norquay; Two 2-day lift passes)
- Complimentary ACA Team Toque or Cap

SHOULDER PATCH SPONSOR x 2

- Shoulder Patch Sponsor - Company logo on team jacket
- Company logo and URL weblink added to my Linktree account featured on my social media platforms (Instagram, Facebook, Website)
- Formal recognition on social media platforms (Instagram, Facebook, Website)
- Regular tags / shoutout / mentions on any ski related posts throughout the race season
- Royalty free race imagery and/or video for sponsor's use
- Complimentary Rossignol/Lange Travel Bag
- Complimentary ACA Team Toque or Cap

DONATIONS

- Company logo and URL weblink added to my Linktree account featured on my social media platforms (Instagram, Facebook, Website)
- Formal recognition on social media platforms (Instagram, Facebook, Website)
- Regular tags / shoutout / mentions on any ski related posts throughout the race season

OTHER OPPORTUNITIES TO SUPPORT...

Want to customize your sponsorship package? I would be happy to discuss custom options for your business to ensure this sponsorship is a success for you!

	HEADGEAR \$10,000	SHOULDER \$5,000	DONATIONS \$50 and up
SPONSOR PROFILE			
Headgear Sponsor - Company logo front and centre on all race helmets <i>(*subject to ACA official headgear agreement)</i>	●		
Podium toque, cap and headband with company logo front and centre	●		
Shoulder Patch Sponsor - Company logo on team jacket <i>(*subject to ACA official shoulder patch agreement)</i>		●	
MARKETING			
Company logo and URL weblink added to my Linktree account featured on my social media platforms (Instagram, Facebook, Website)	●	●	●
Formal recognition on social media platforms (Instagram, Facebook, Website) upon signing	●	●	●
Regular tags / shoutouts / mentions on any ski related posts throughout the race season	●	●	●
"Royalty free" race imagery and/or video for sponsor's use	●	●	
Additional sponsor reach through ACA Partnered Events & Marketing Activities. Athletes are required to make (4) appearances in support of ACA sponsor-related activities and will further promote your brand. <i>(*athlete agreement 3.12.2)</i>	●	●	
COMPLIMENTARY ITEMS			
Race weekend ski and stay package for FIS NORAM hosted event at Mt. Norquay January 27 th & 28 th (includes accommodation at one of the Banff Lodging Company hotels; \$100 Après gift card for the Lone Pine Pub at Mt. Norquay; Two 2-day lift passes)	●		
Complimentary Rossignol/Lange Travel Bag		●	
Complimentary ACA Team Toque or Cap	●	●	

PROMOTIONAL LOGO PLACEMENT

*ACA current team partnerships



HEADGEAR SPONSOR x 2



SHOULDER PATCH SPONSORS x 2



*OPTION FOR WOMENS D-TEAM SPONSORSHIP AVAILABLE

*subject to the terms and conditions of the official 'headgear' & 'shoulder patch' agreement of ACA *ACA agreement deadline **September 15th, 2024**

BRAND AMBASSADOR & PARTNERSHIPS

My dedication to my sport, coupled with my growing presence on social media, provides a platform to authentically promote your brand to an engaged audience. I am eager to represent your products on and off the slopes, and I am confident that our collaboration would inspire others to achieve their athletic goals, while looking and feeling their best in your apparel.



current partnership | equipment partnerships

SOCIAL MEDIA & DIGITAL MARKETING connect with me...

As an athlete, I can leverage my growing audience to promote your business on my social media platforms, endorsing your products and services to expand your reach within the race community.



Instagram:
@kendra_giesbrecht



Linktree:
visit my link-in-bio on Instagram



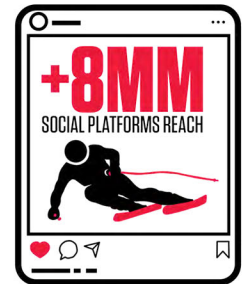
Facebook:
Kendra Giesbrecht



Website:
kendragiesbrecht.ca

ACA DIGITAL & SOCIAL REACH

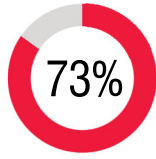
In cooperation with my social media platforms, your business can be further endorsed through ACA's continual audience growth.



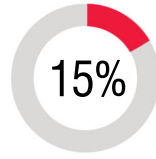
*data and information derived from ACA annual report

WHERE DOES THE MONEY GO?

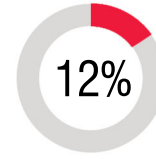
Breakdown of expenses



ACA TEAM FEES (\$48,500.00)
- world class coaching
- travel support
- technician, physio, nutritionist
- training & race fees



EQUIPMENT (\$10,000.00)



PERSONAL TRAINING (\$8,000.00)

TOTAL COSTS 2024/25: \$66,500.00

Supporting elite athletes comes at a significant cost! While there are some avenues of subsidies, the remaining team fees, equipment costs and personal training costs that you see above are my sole responsibility. Any sponsorship or donations will go directly to off-set these expenses.

"3 out of 5 athletes are in debt and have a negative net income. Their expenses to train and compete for Canada are greater than their income from sponsorship, bursaries, prize money and work." **CAN Fund**, <https://canadianathletesnow.ca/can-fund-stats/>

BE PART OF MY TEAM!

If you would like any further information regarding sponsorship opportunities, please contact me at k.giesbrecht8@gmail.com. Sponsorship packages can be tailored to reflect our mutual needs.

DONATION OPTION:

All donations are appreciated and are fully tax deductible (receipts will be issued). Please follow these simple steps:

1. Go to Alpinecanada.org and click on **DONATE** in the top right hand corner.
2. Select **DONATE NOW** from the drop down menu.
3. Select **AMOUNT** and **FREQUENCY** of donation.
4. When asked for **PREFERRED AREA OF SUPPORT**, specify **Domestic Programs (NorAm)**
5. In the **INSTRUCTIONS ABOUT MY GIFT** section, please include my name **Kendra Giesbrecht - CAST D**

THANK YOU!

A heartfelt thank you for your consideration. If you would like to schedule a meeting to discuss sponsorship details or would like more information, please do not hesitate to contact me. Without your generous support none of this is would be possible.

